

\$2²⁵ \$2⁷⁵ canada

THE

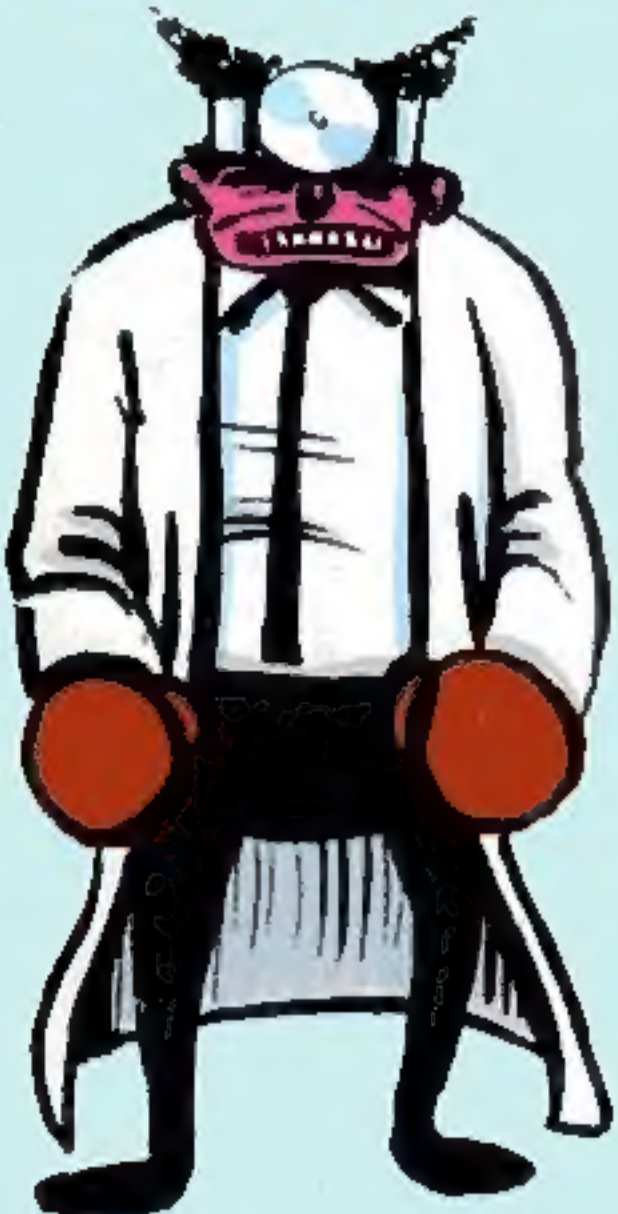
CEREAL KILLINGS

NUMBER ONE

ALSO FEATURING:
A RIP ROBUCK
MASTERPIECE!



DOCTOR
BOXER



FANTAGRAPHICS BOOKS



James Sturm

THE
C

E R E A L K I L L I N G S

CHAPTER ONE: INGREDIENTS



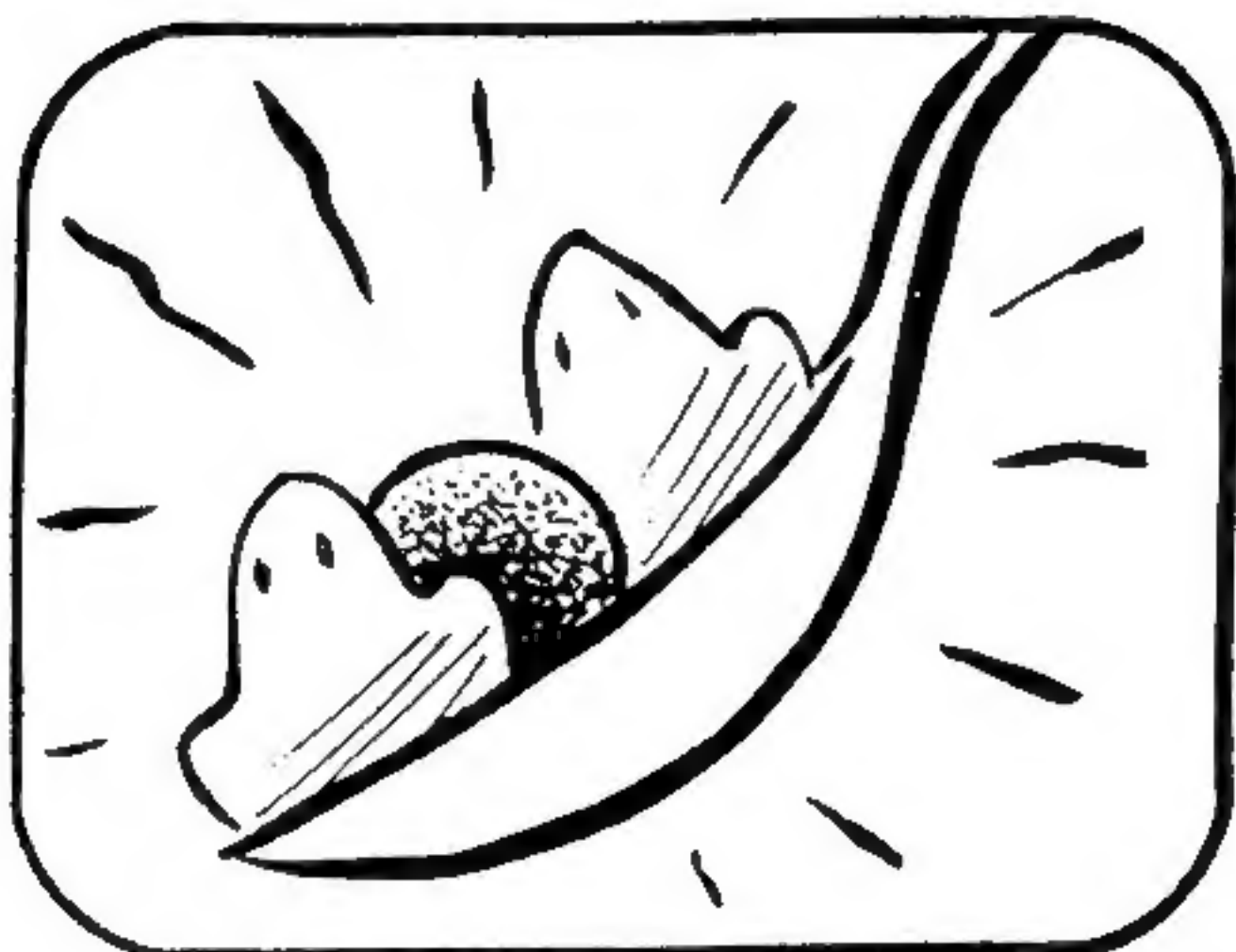
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HEY DOUGIE, HOW ABOUT A BIG BOWLFUL OF SUGAR DUDS?



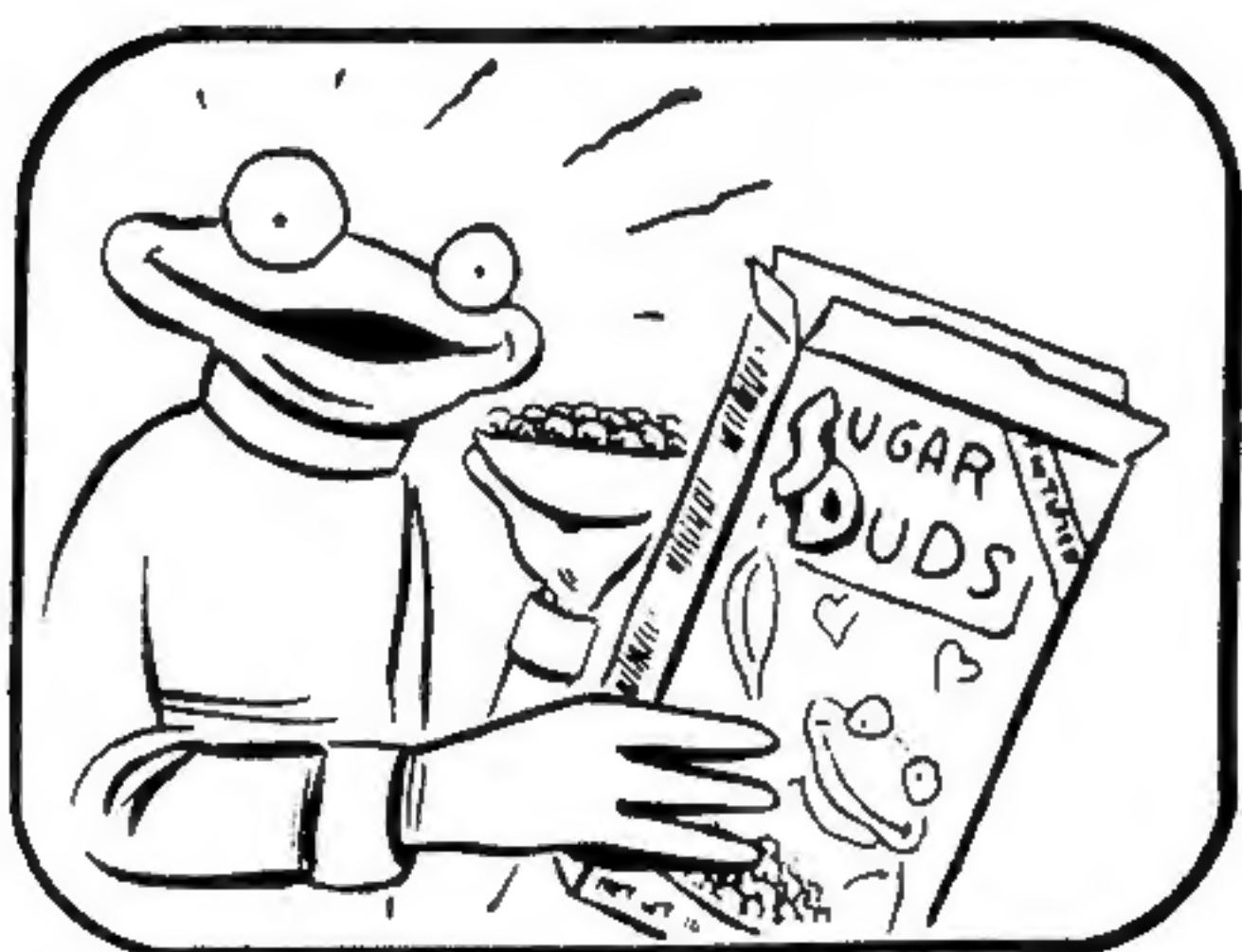
"NAH, TOO WEIRD LOOKING."



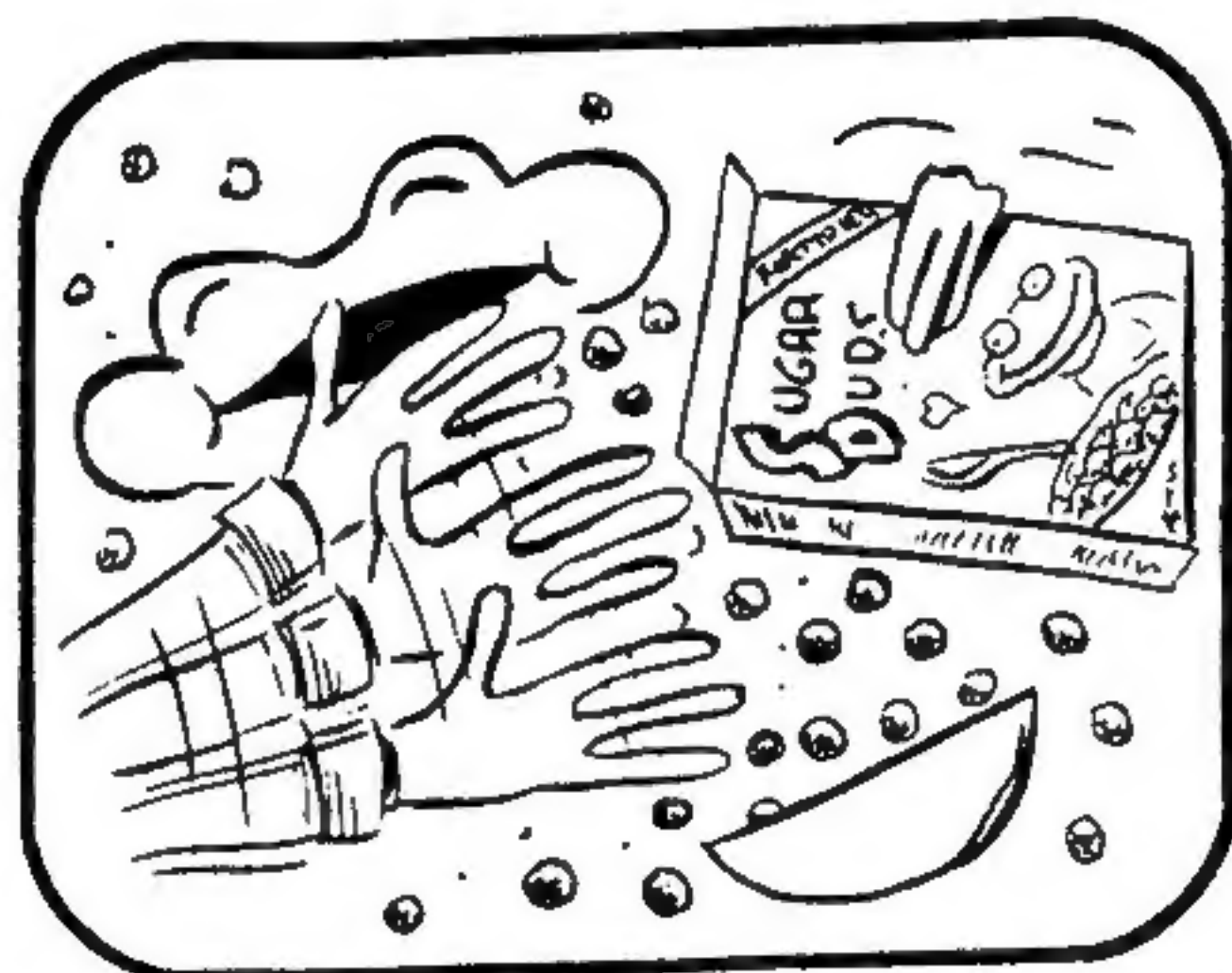
IT'S GOT MARSHMALLOW SHAPED FROGS



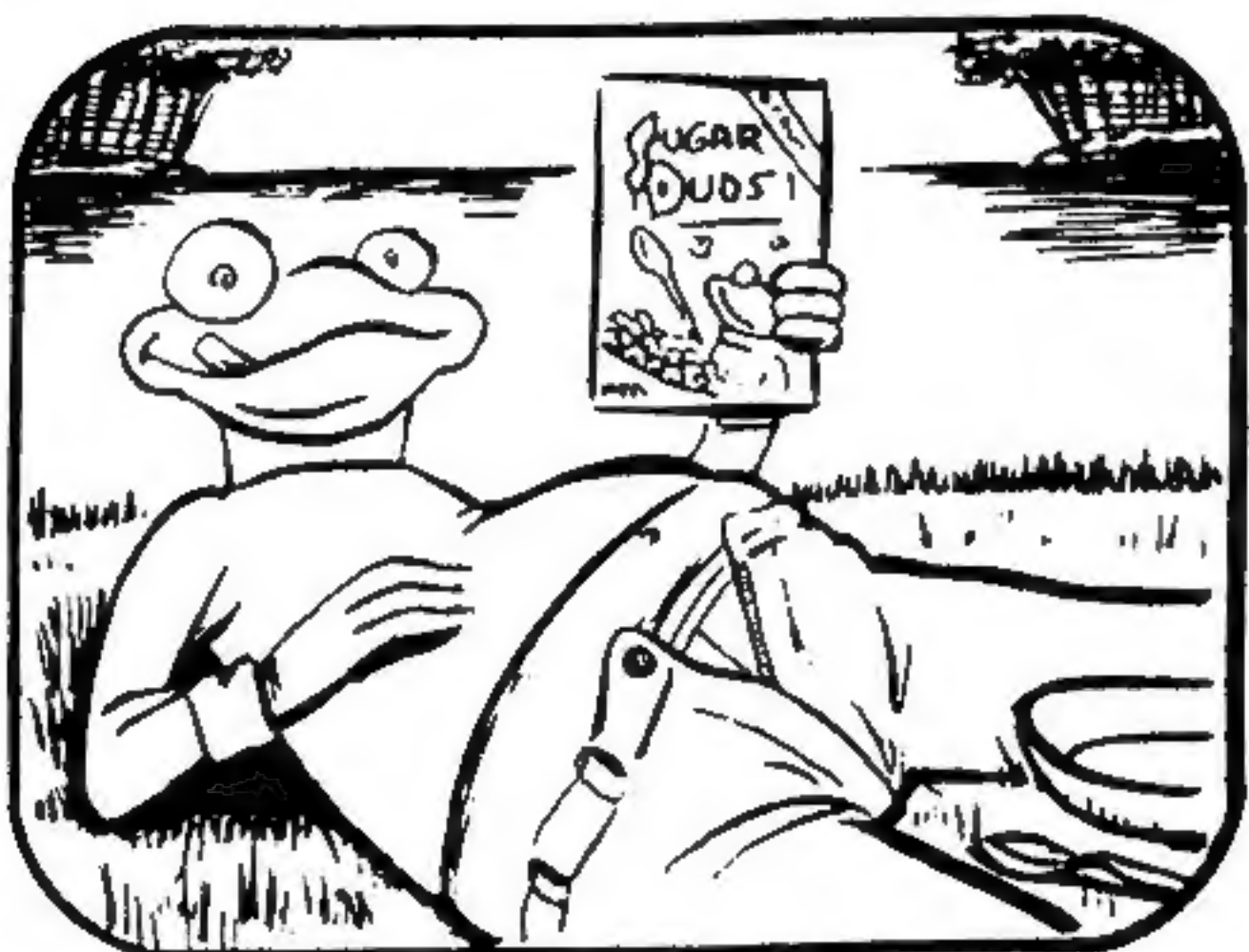
"OH YEA? WHAT THE HECK, I'LL TRY IT..."



"THEY'RE PRETTY GOOD! SUGAR DUDS, HUH?"



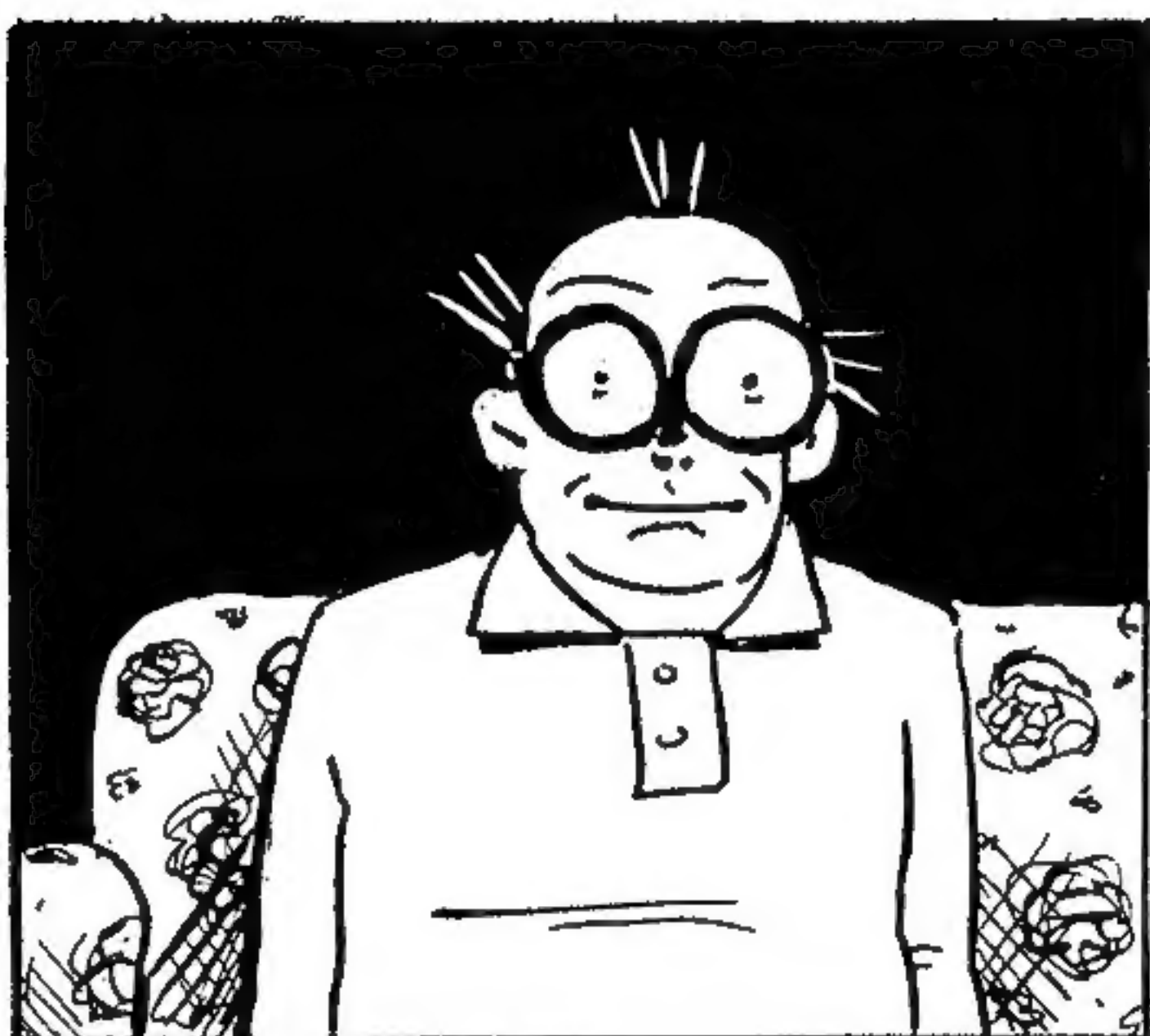
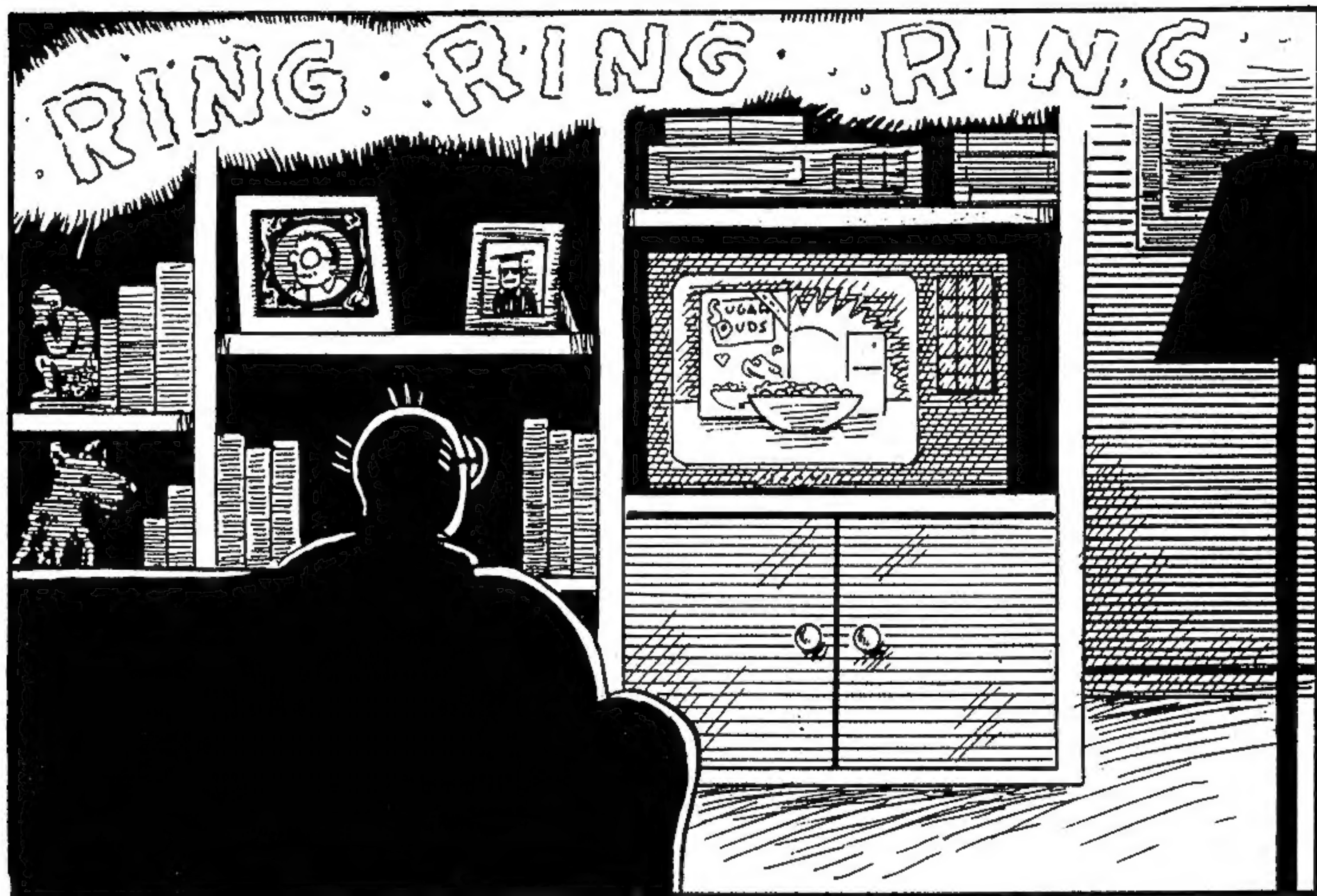
"CHEW, CHAW, MUNCH, GULP..."

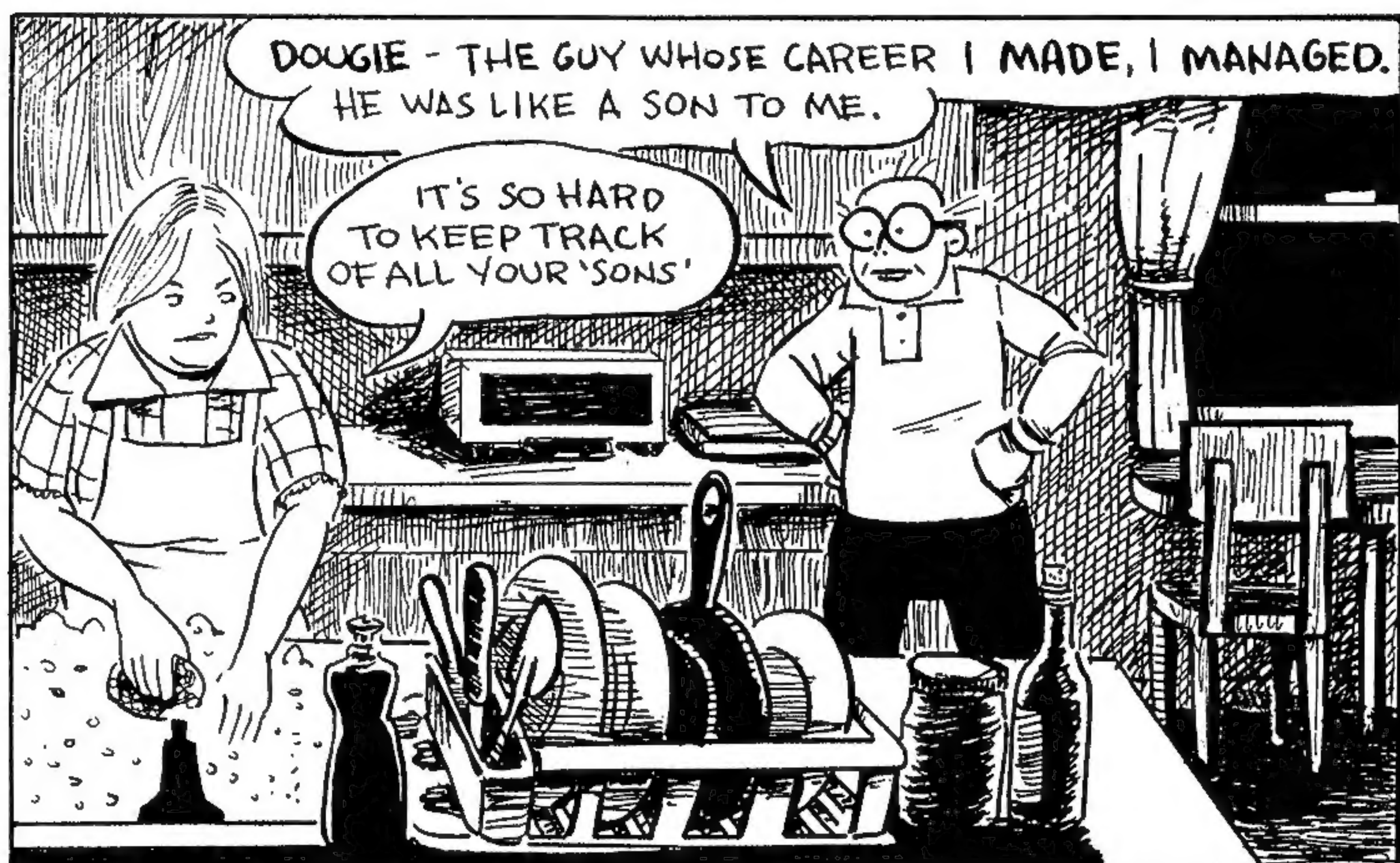
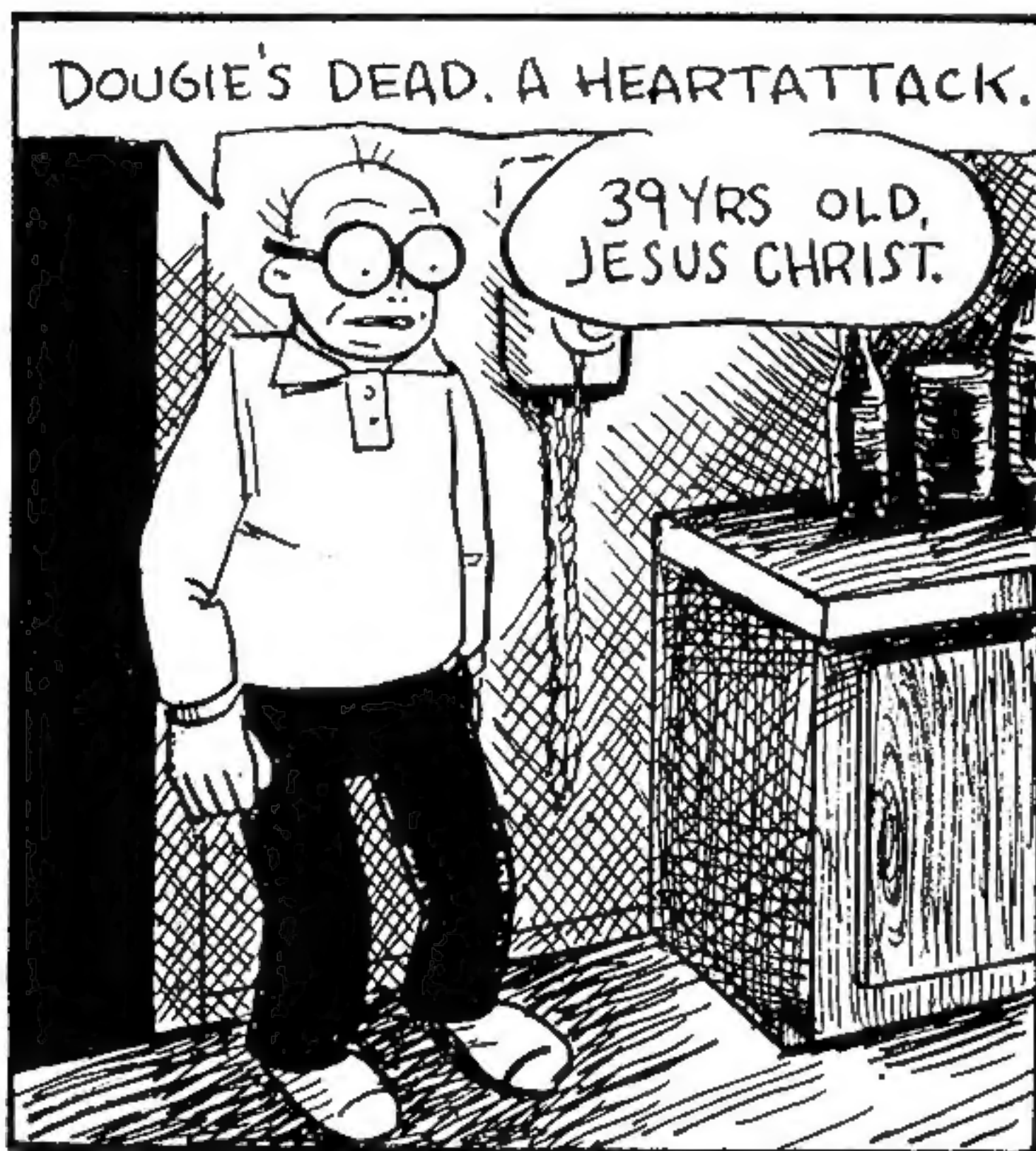
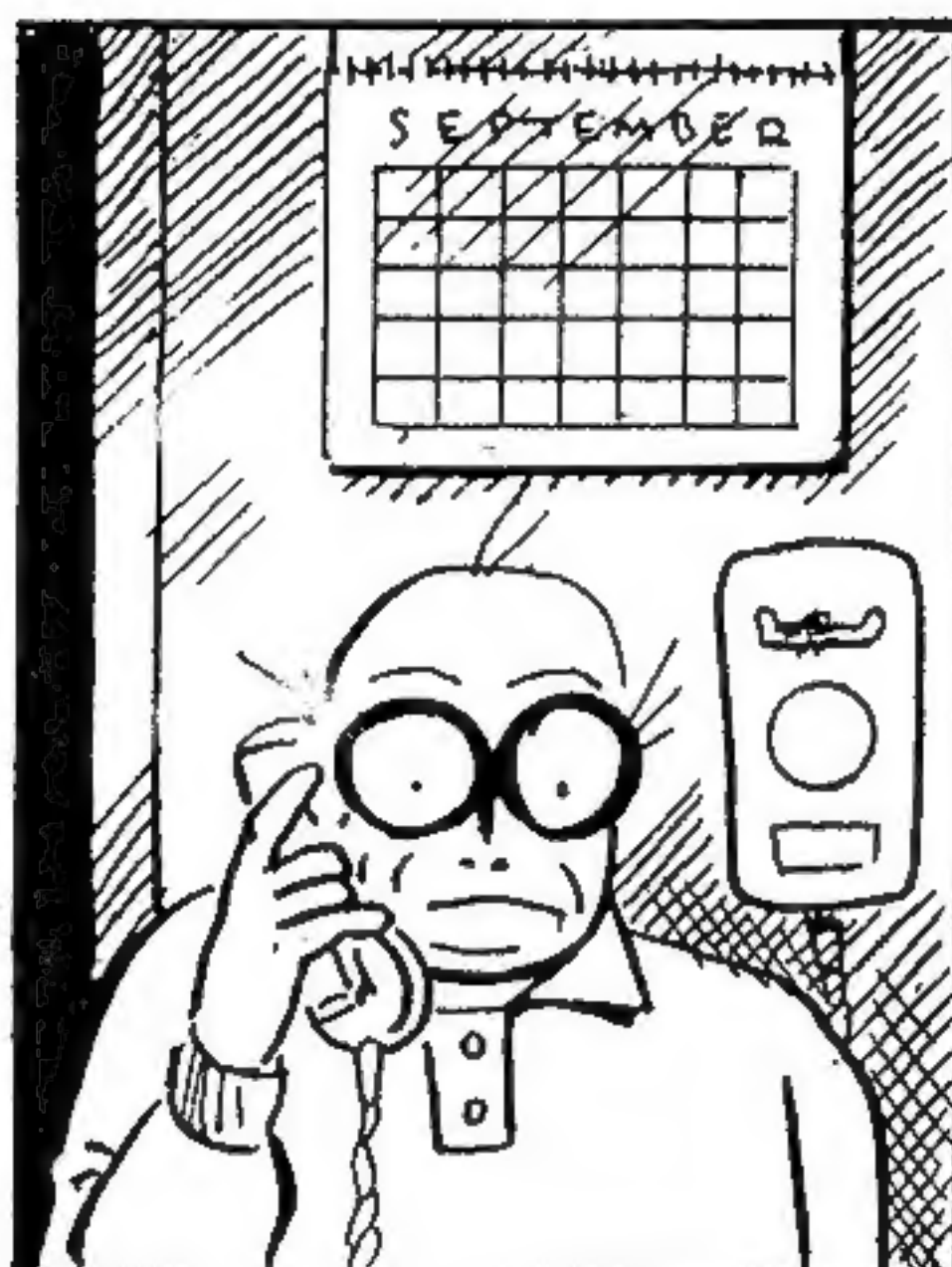


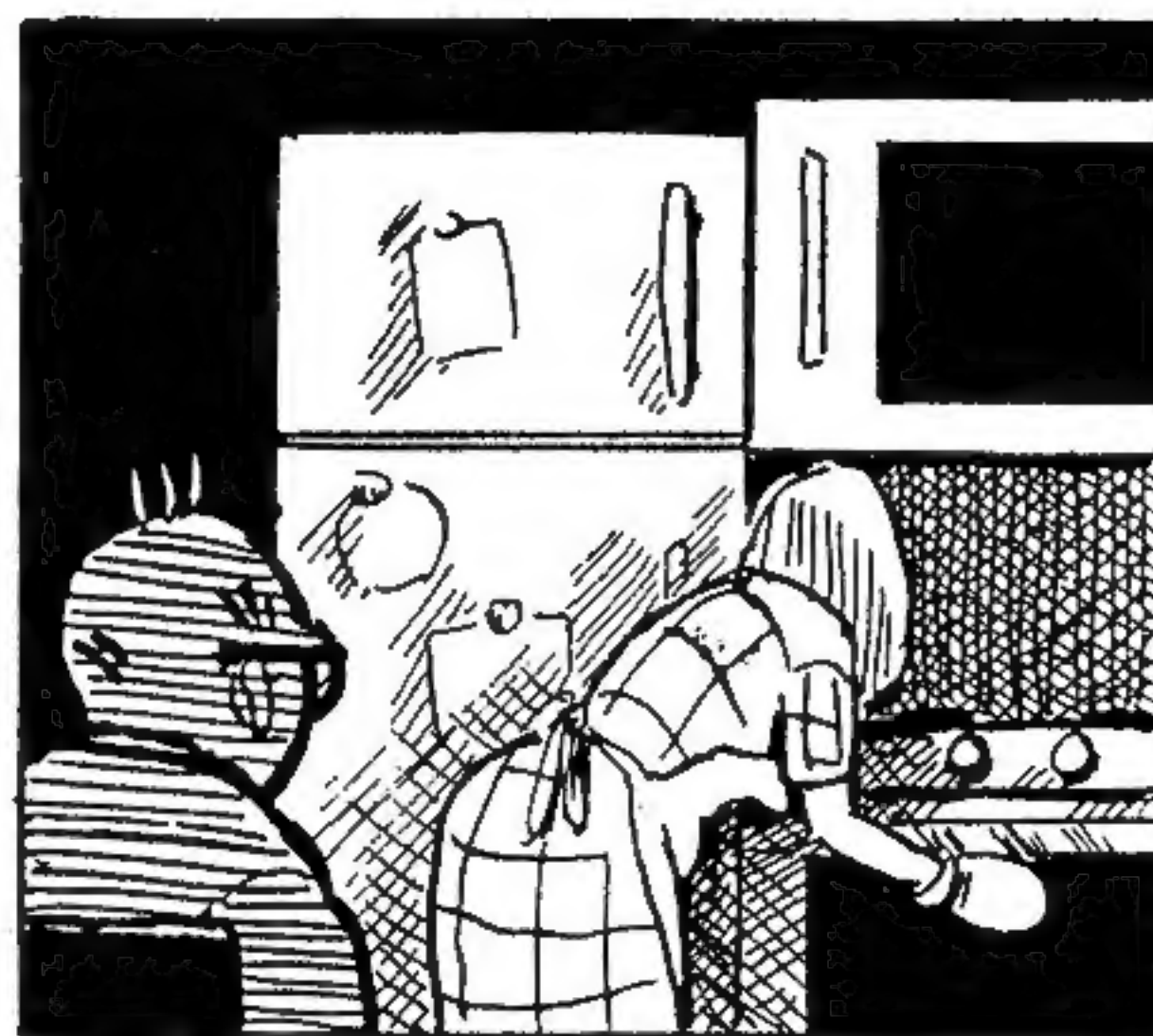
WELL DOUGIE, HOW WERE THEY?

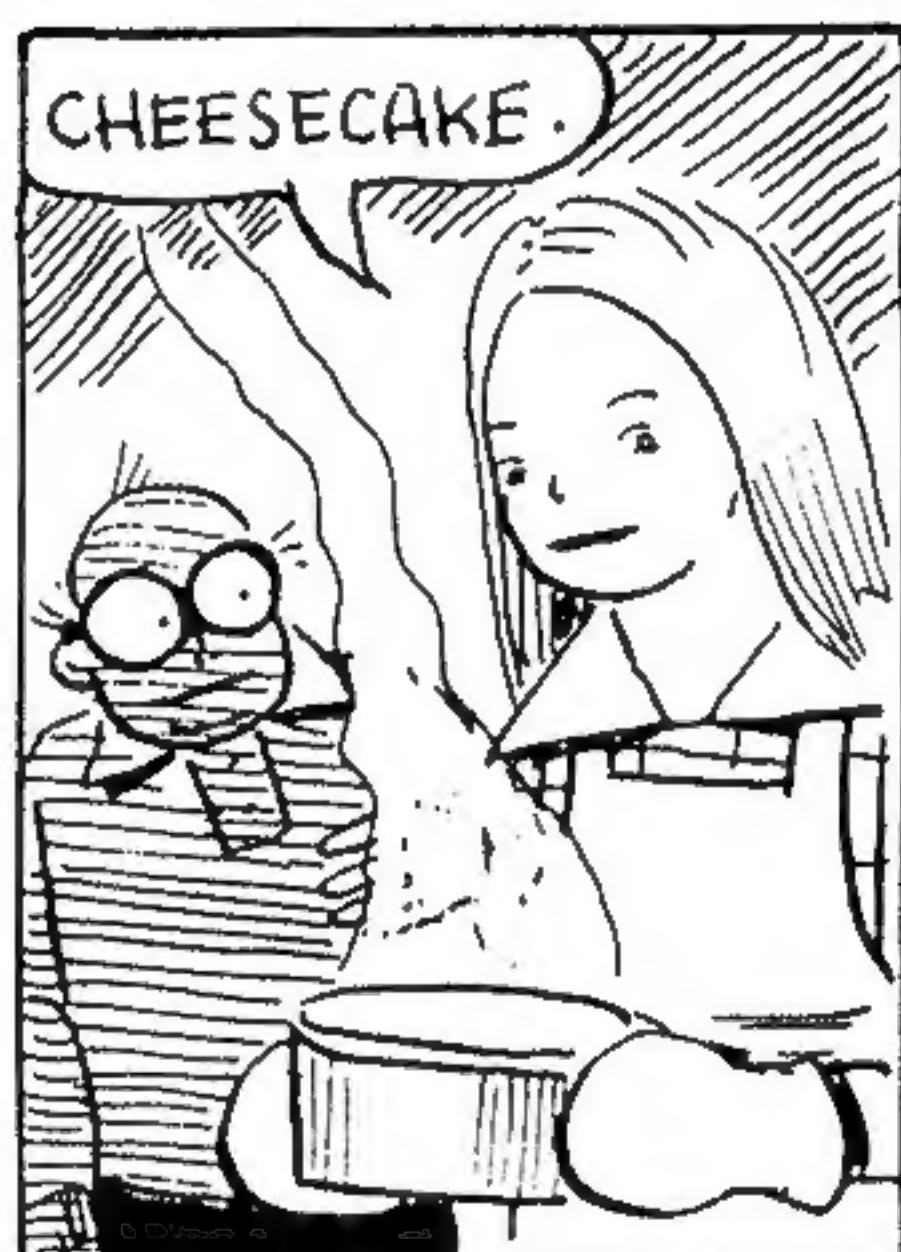


"I DOUG'EM!"











WHAT SCARES ME IS THAT THESE GUYS ARE YOUNGER THAN I AM.

C'MON CARBUNKLE, NONE OF THAT NOW.

WHAT WOULD DOUGIE SAY IF HE SAW US MOPING AROUND, WE SHOULD REMEMBER THE FUN TIMES WE HAD.



REMEMBER THE TIME DOUGIE WENT THROUGH HIS TELEVISION COMMERCIAL SHTICK DURING AN ALL-YOU-CAN-EAT SMELT FRY. HE MUSTA ATE 201bs OF FISH.



MUNCH
CHAW
SLURP
GULP
CHOMP
GORGE

"HEY DOUGIE, HOW WAS THEM SMELTS"

I DOUG'EM!



I ALSO REMEMBER HIM THROWING UP IMMEDIATELY AFTERWARD.

YOU'RE MISSING THE POINT SCHMEDLY.





NOW EVERY MOVIE AND T.V. STAR WANTS THEIR OWN BREAKFAST CEREAL. THEY'RE HOT FOR AWHILE THAN POOF, THEY'RE GONE.

CASHING IN ON FADS, THAT'S ALL IT IS. FEW HAVE STAYING POWER, LIKE ME!



I MAY NOT GET THE AIRTIME I ONCE DID BUT I STILL GET RESPECT...



WHY JUST THE OTHER DAY SOMEONE ASKED ME FOR MY AUTOGRAPH...



SAID THEY LIKE ME MORE THAN MICKEY MOUSE, YOU'VE SEEN MY COMMERCIALS ON THE CITY'S SPANISH STATION.



"LOCO RABITO-O'STM SON POR NIÑOS" HAW HAW HAW



GREAT BURT, HISPANICS TOO CAN HEAR THE SAME STUPID ROUTINE THAT YOU'VE BEEN DOING FOR 15 YEARS.

WELL SCHMEDLY, AT LEAST I'M STILL WORKING AND NOT SOME WASHED UP DRUNK!

BURT, LIGHTEN UP!



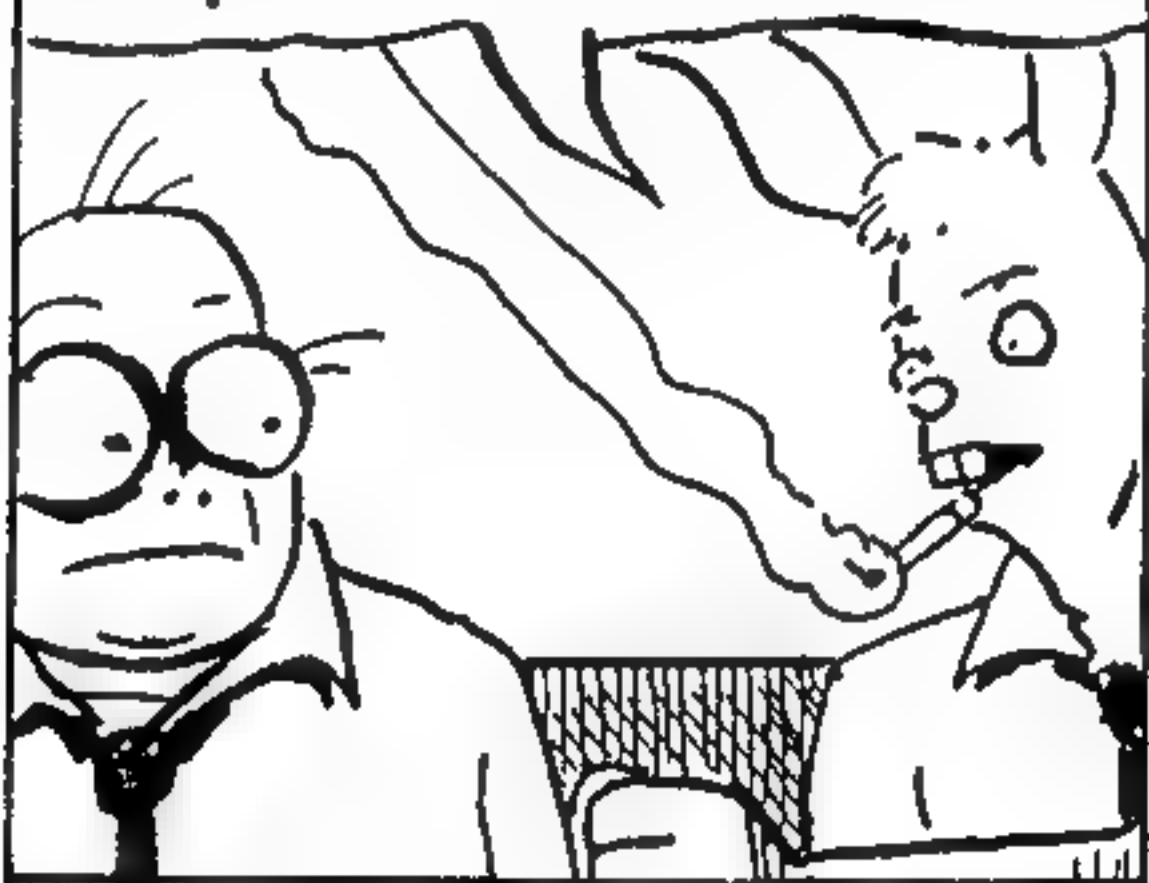
WHAT ARE YOU STICKING UP FOR HIM FOR? HE HAD HIS CHANCE AND HE BLEW IT.



AT LEAST WHEN YOUR CEREAL BELLIED UP YOU WERE BRIGHT ENOUGH TO MOVE TO THE MARKETING AND DEVELOPING END OF THINGS.



MARSHMALLOWS IN CEREAL, THE 'SUGARBERRY' YOU CAME UP W/SOME KILLER IDEAS!



AND WHERE HAS THAT GOT ME? MOST OF THE GUYS I HELPED ESTABLISH ARE DEAD. IT'S NOT SO EASY TO SELL A NEW CEREAL ANYMORE.



COMPANIES AREN'T WILLING TO TAKE RISKS, LAUNCH A NEW CEREAL, THE INDUSTRY'S SLUMPING.



THE MEDIA ISN'T HELPING EITHER - "CEREAL KILLER STRIKES AGAIN" "CEREAL KILLER RAMPANT"



IT MAY SELL PAPERS BUT IT'S NOT SELLING CEREAL. DEATH AND BREAKFAST CEREAL IS NOT A COMBINATION CONDOUCIVE TO SALES.



ANYTHING TO SELL PAPERS - THOSE SENSATIONALISTIC RAGS! AS IF WE DIDN'T HAVE ENOUGH TO WORRY ABOUT.



MAYBE THE PAPERS HAVE A POINT - WHAT?! I CAN'T BELIEVE YOU'RE THAT STUPID!



BURT, KEILER WAS
A KNOWN DIABETIC
BUT HE STILL ATE
BOWL AFTER BOWL
OF HIS CEREAL,
SUGAR BITS™

CONSTANTLY
SWINGING BETWEEN
SUGAR & INSULIN -
NO WONDER HE
LAPSED INTO A
COMA & DIED.

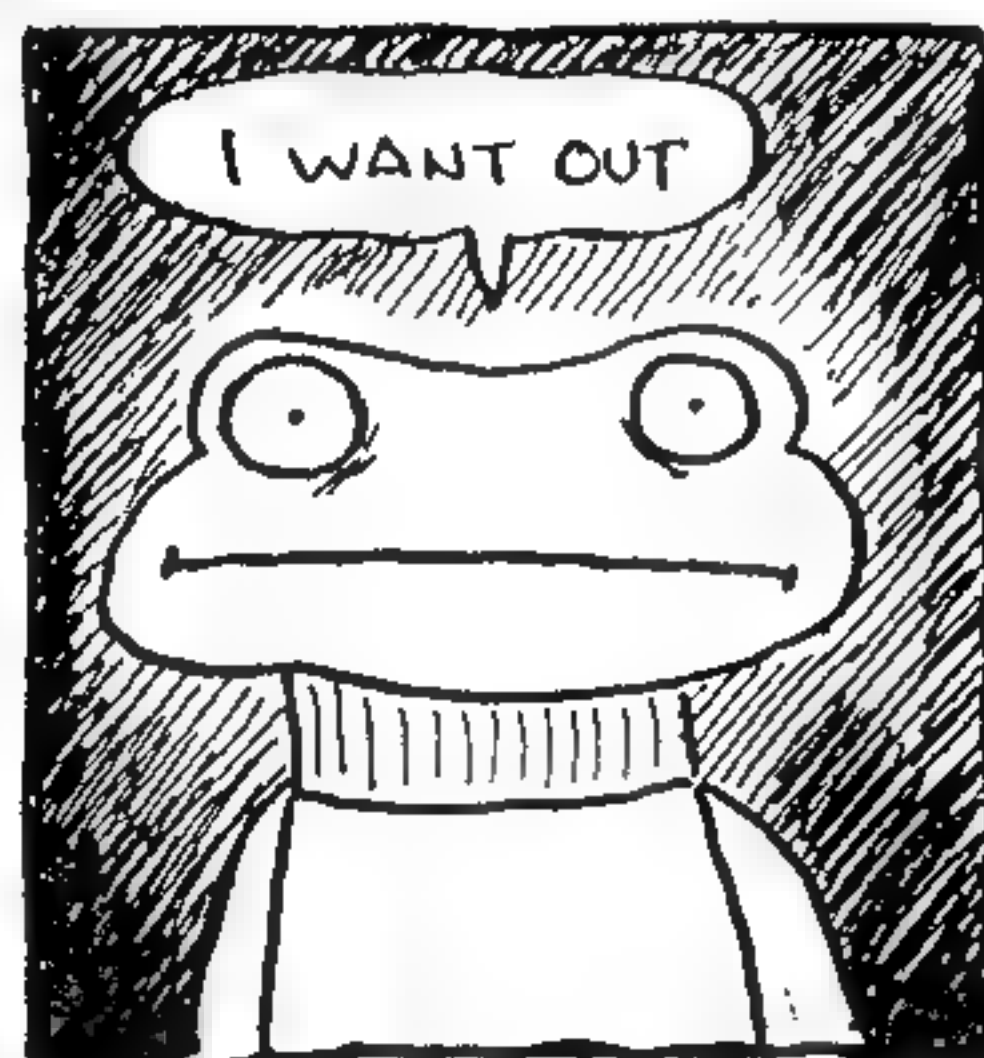
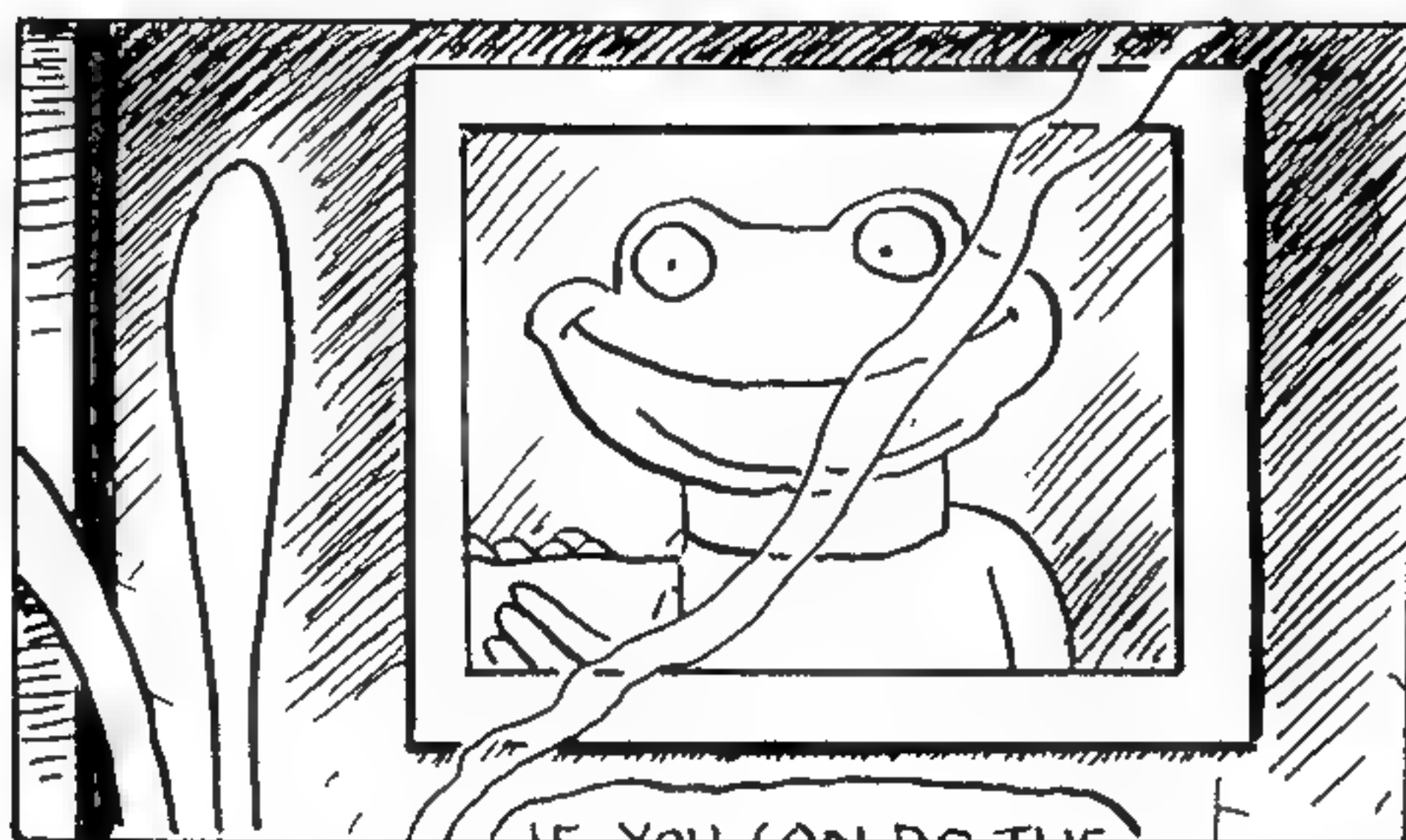
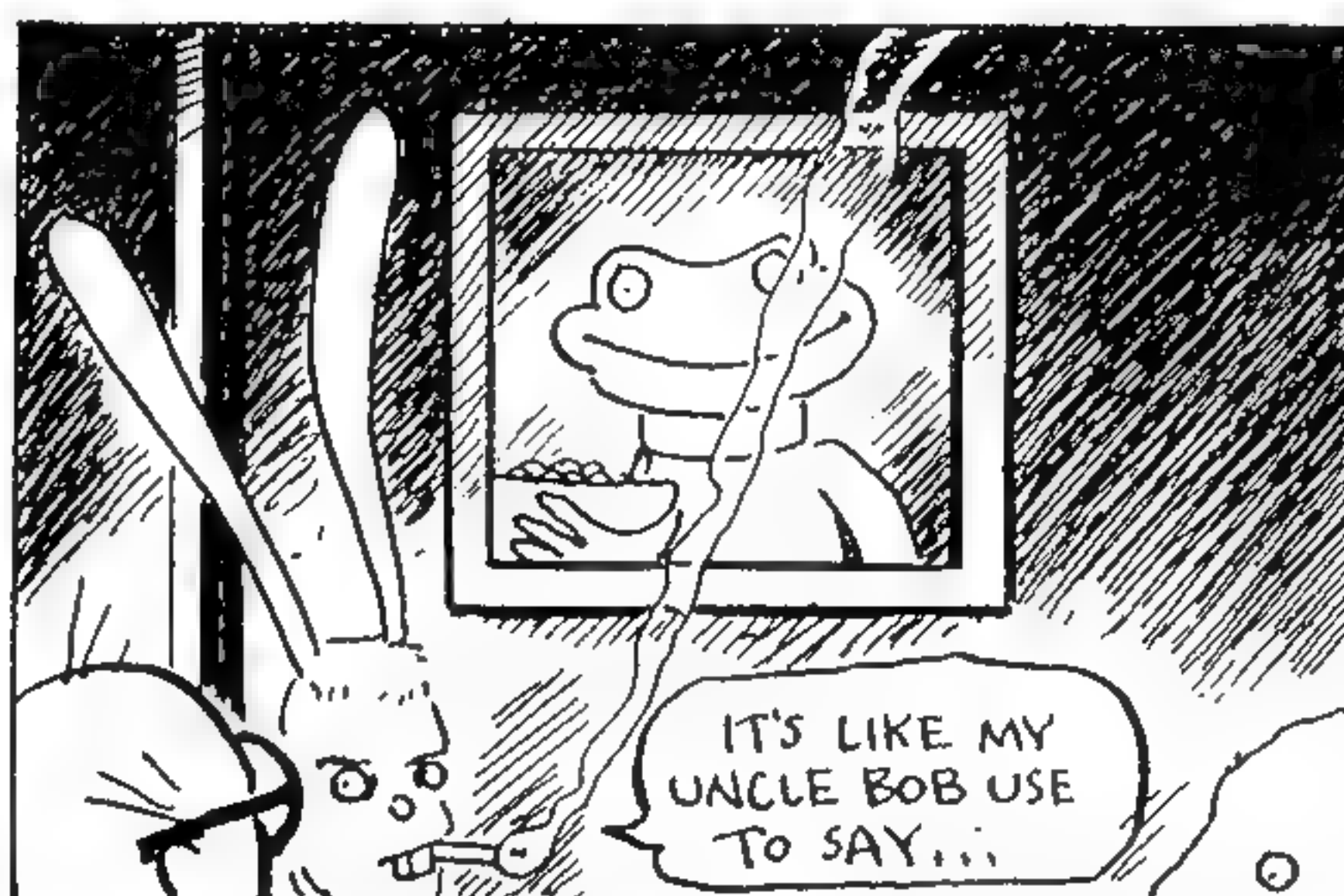
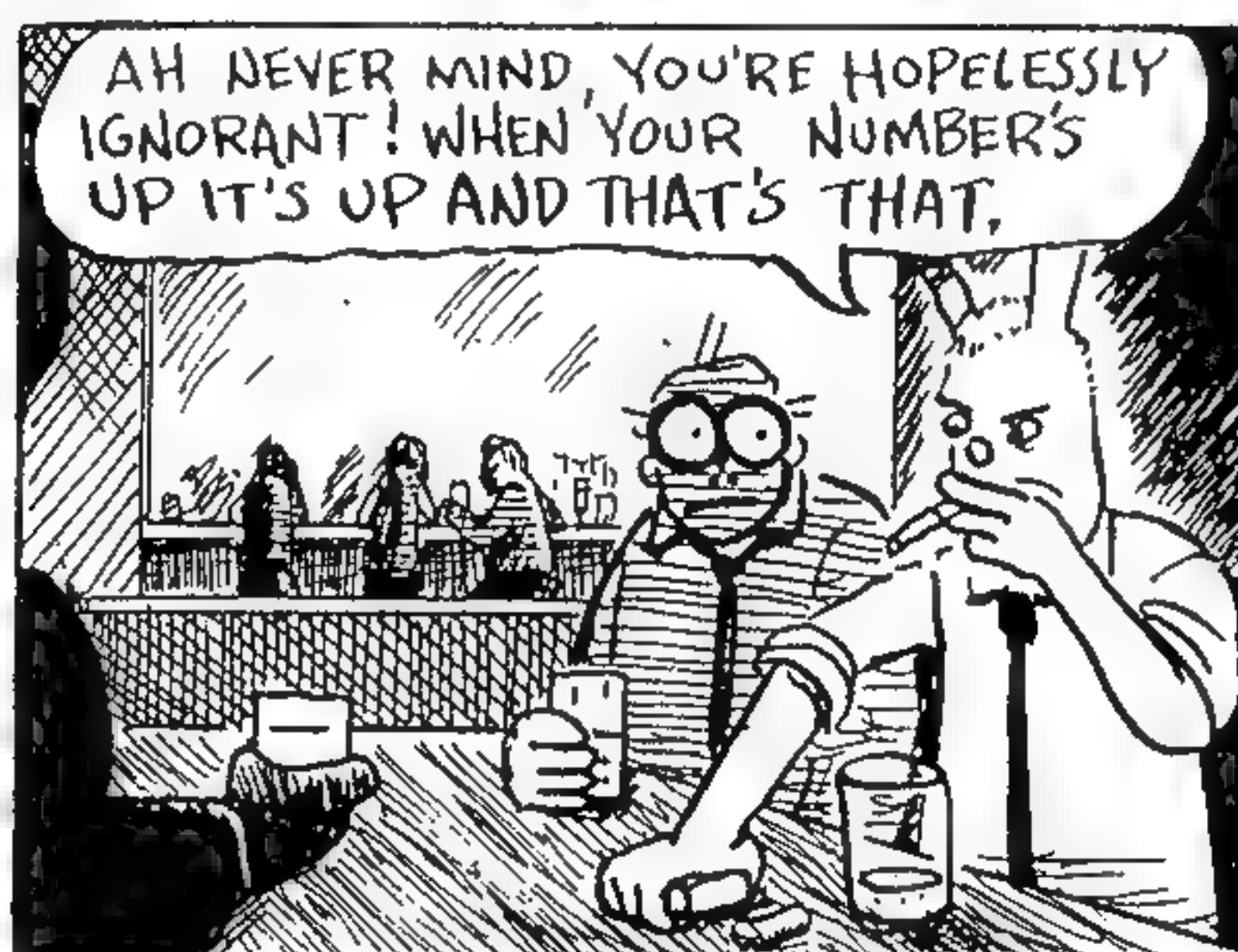
OR DOUGIE, HE WAS OVER
150 lbs when HE CROAKED. THE
FATTEST FROG I EVER SAW.

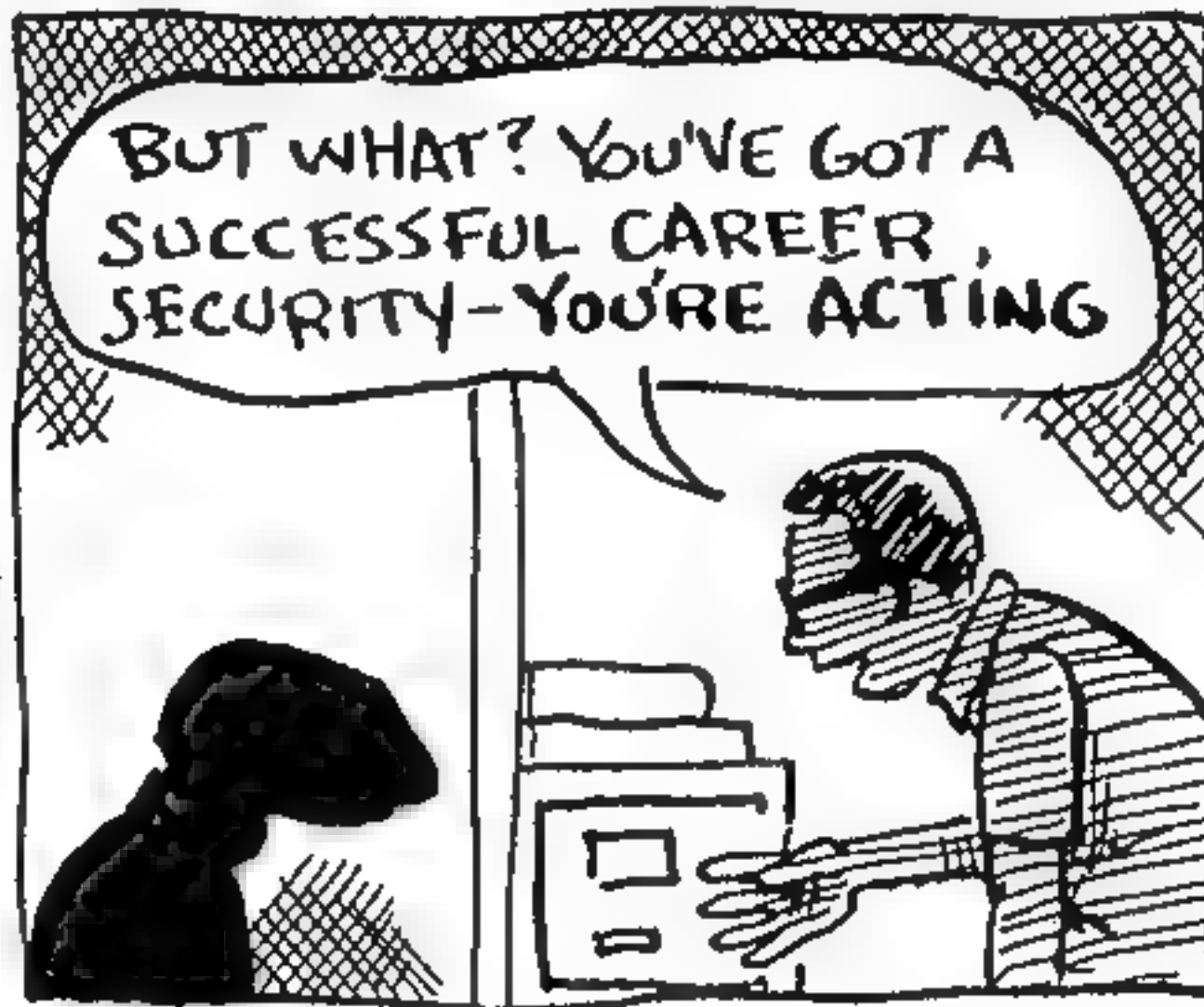
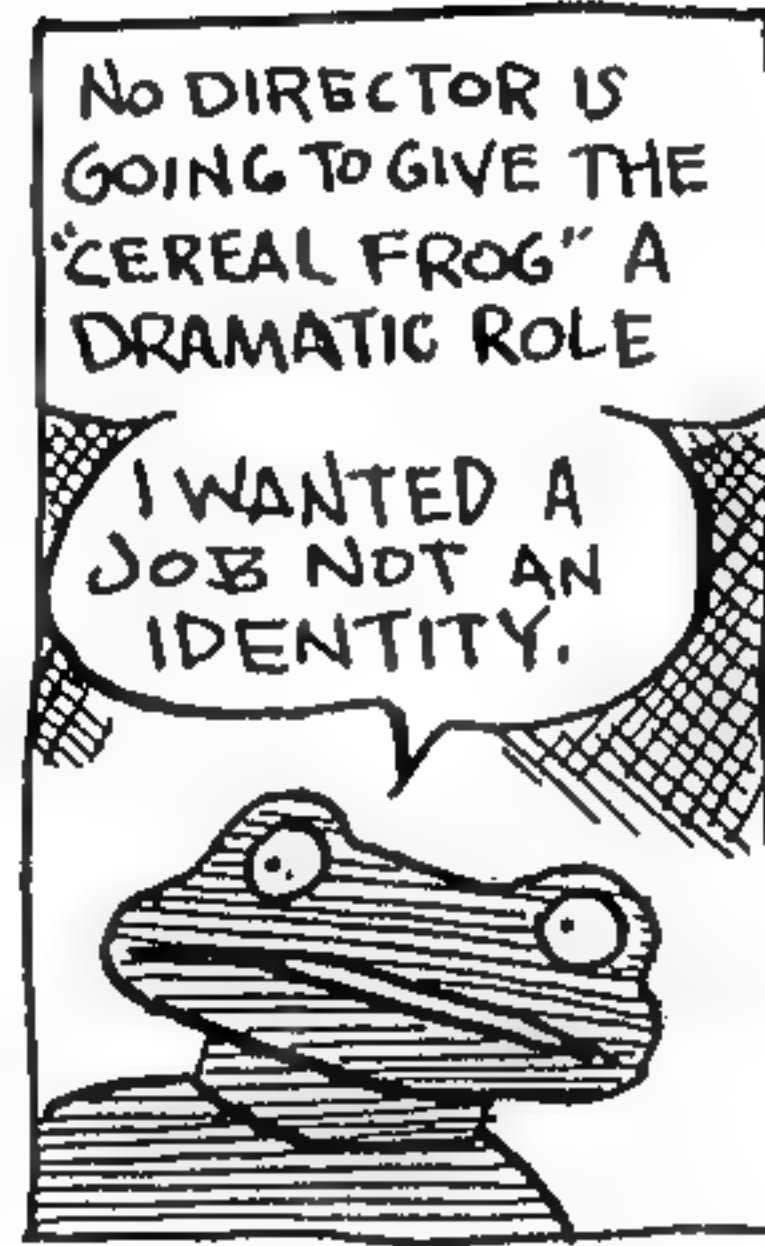
HE GORGED HIMSELF ON HIS
CEREAL-SUGAR DUDS, SMALL
WONDER HE SUFFERED A HEART
ATTACK.

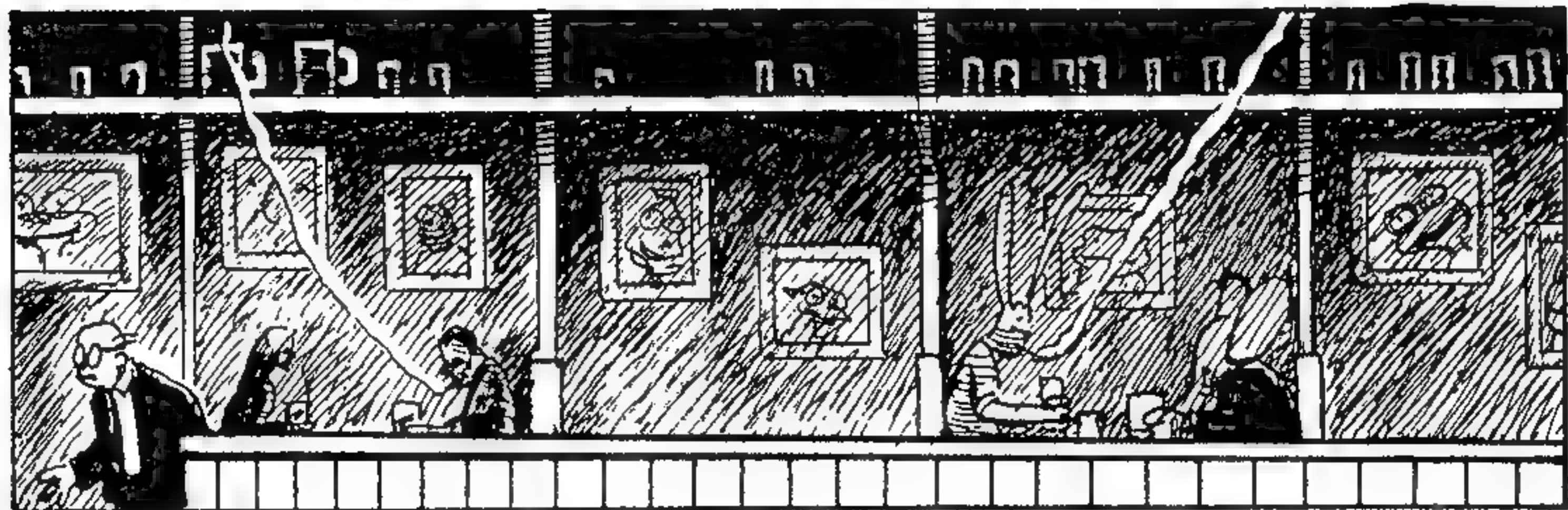
THAT'S THE MOST
RIDICULOUS THING
I EVER HEARD!

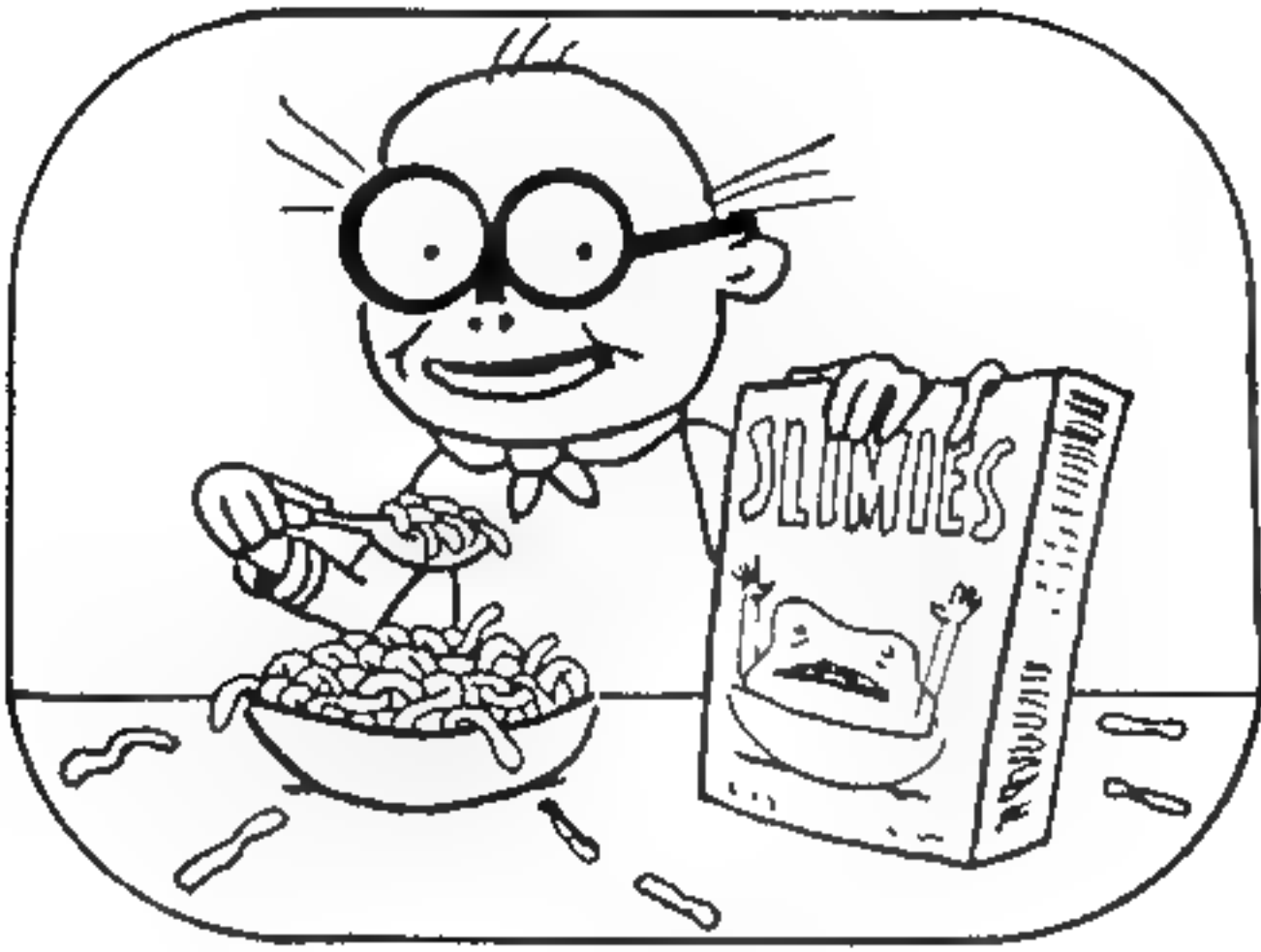
CAN YOU BELIEVE THIS SHIT, CARBUNKLE?
HE'S PRACTICALLY CALLING US DRUG
PUSHERS!

TAKE IT EASY, BURT.
SCHMEDLY DIDN'T MEAN
ANYTHING BY IT.

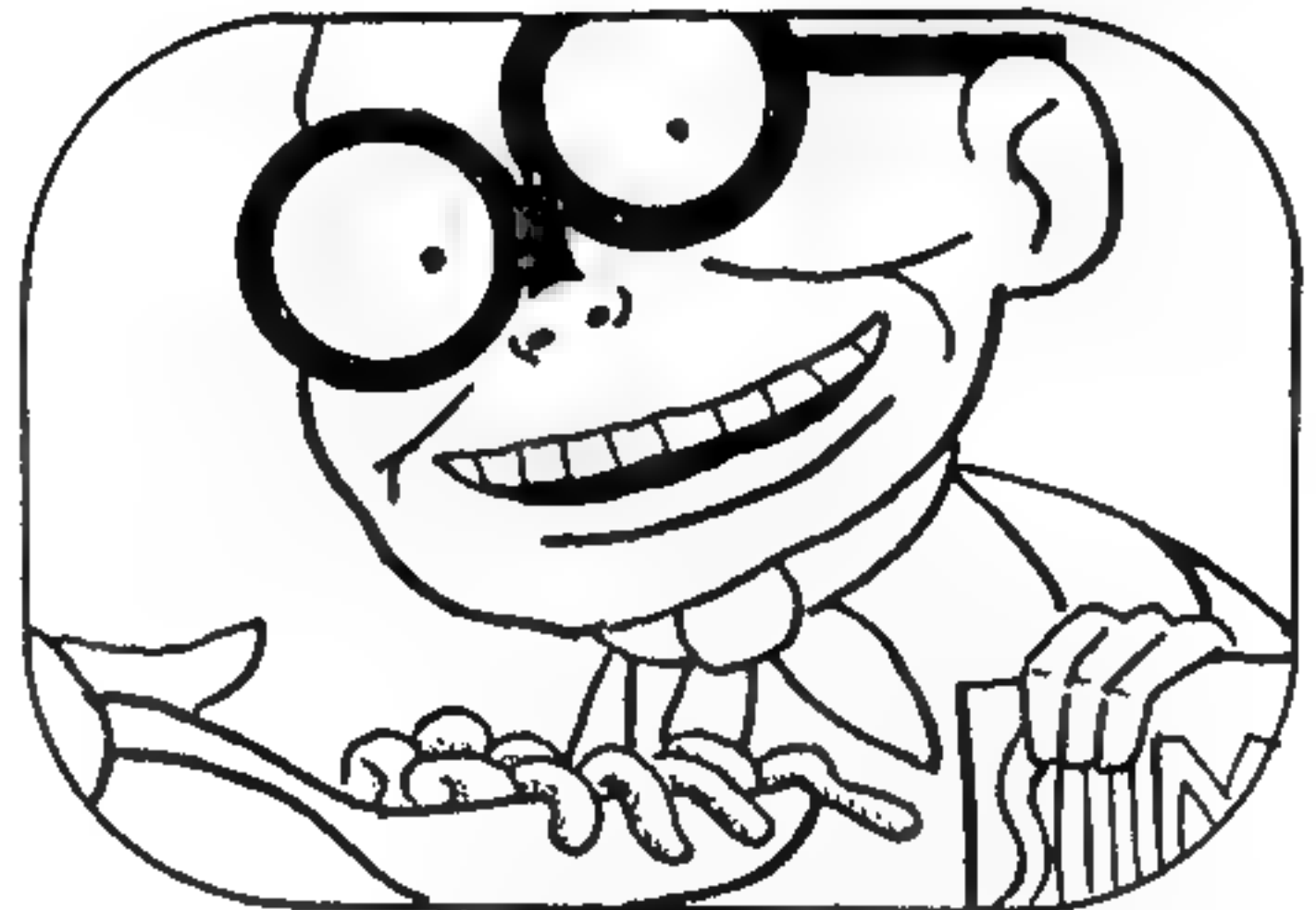




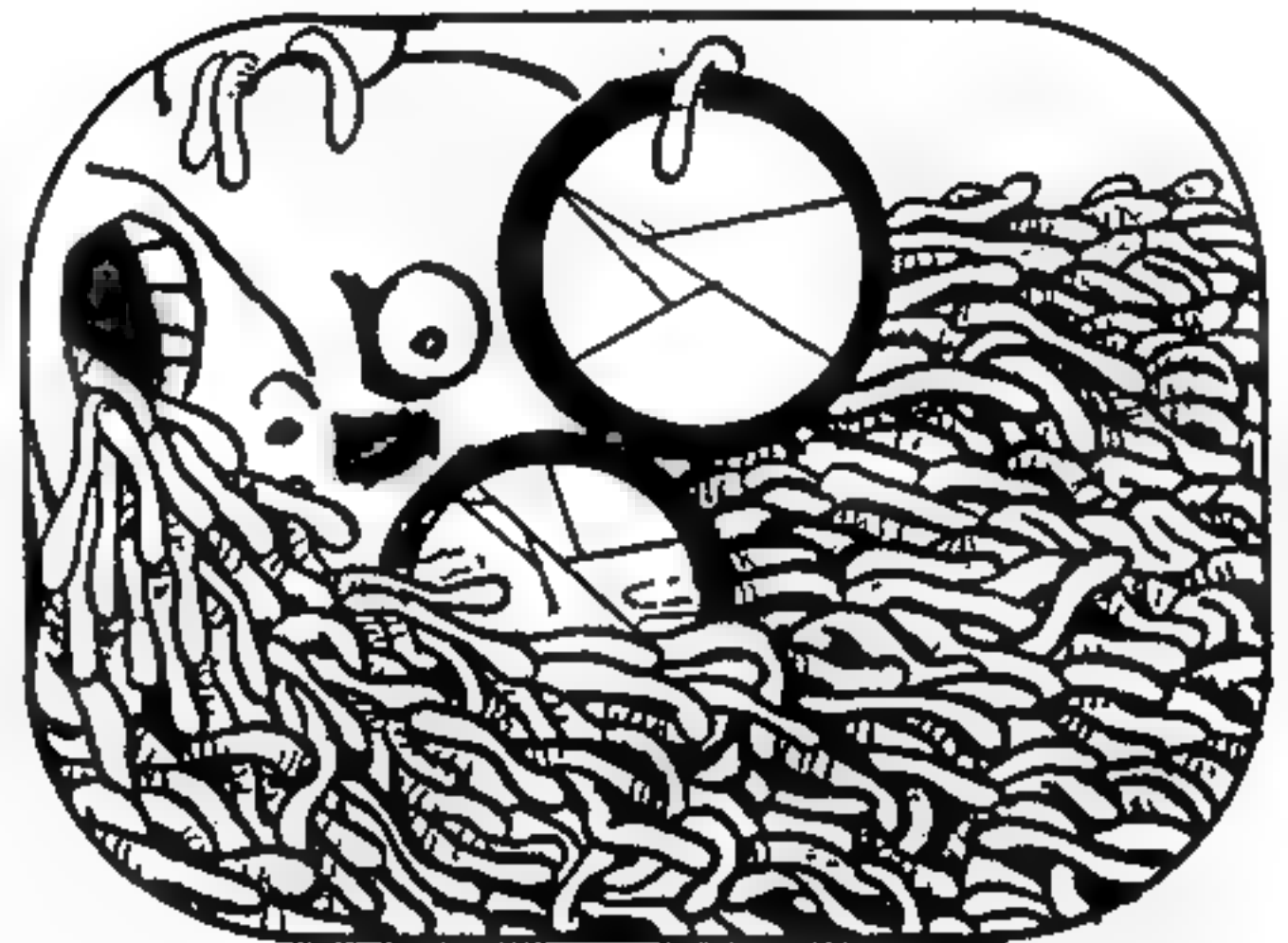
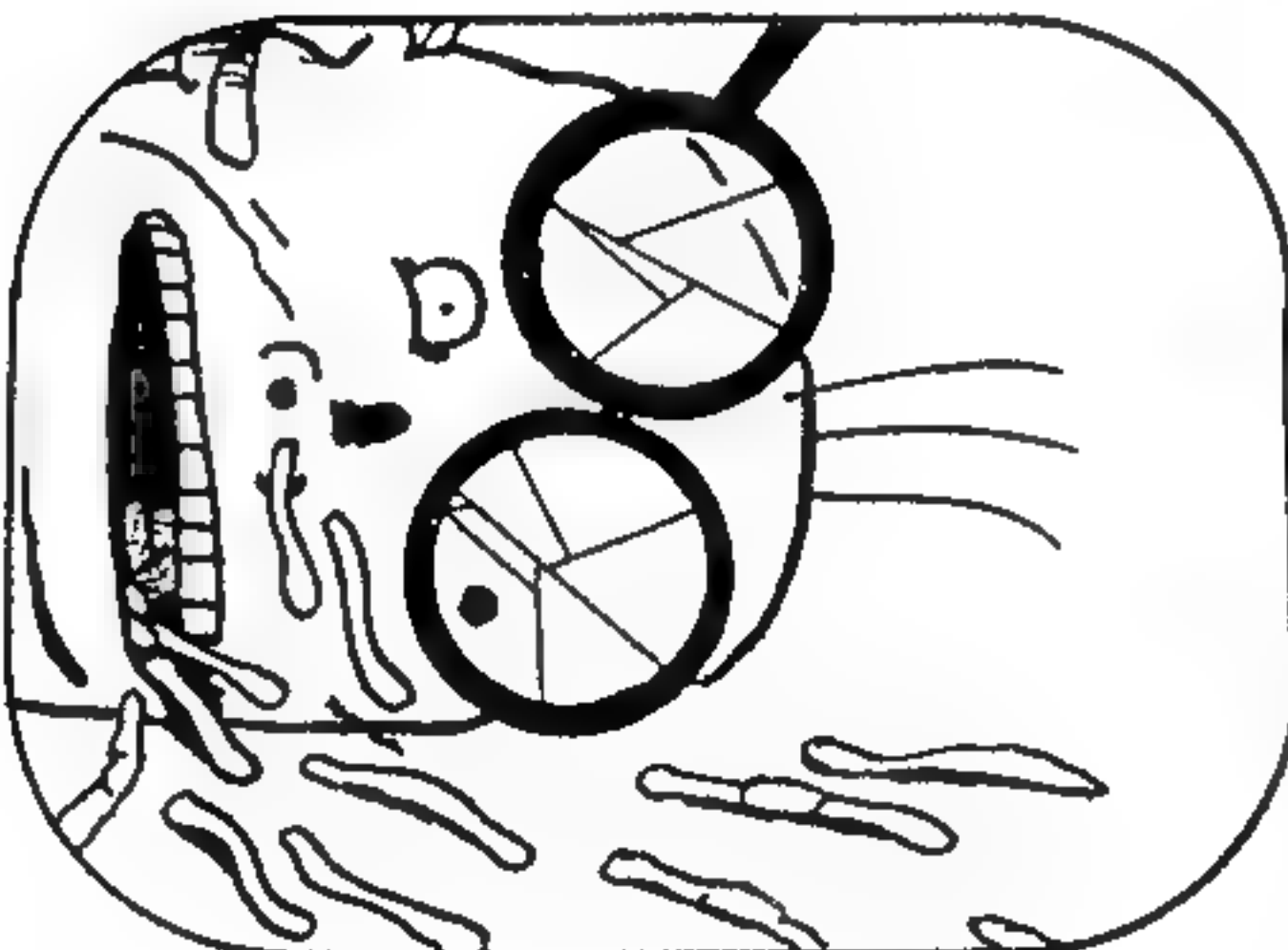
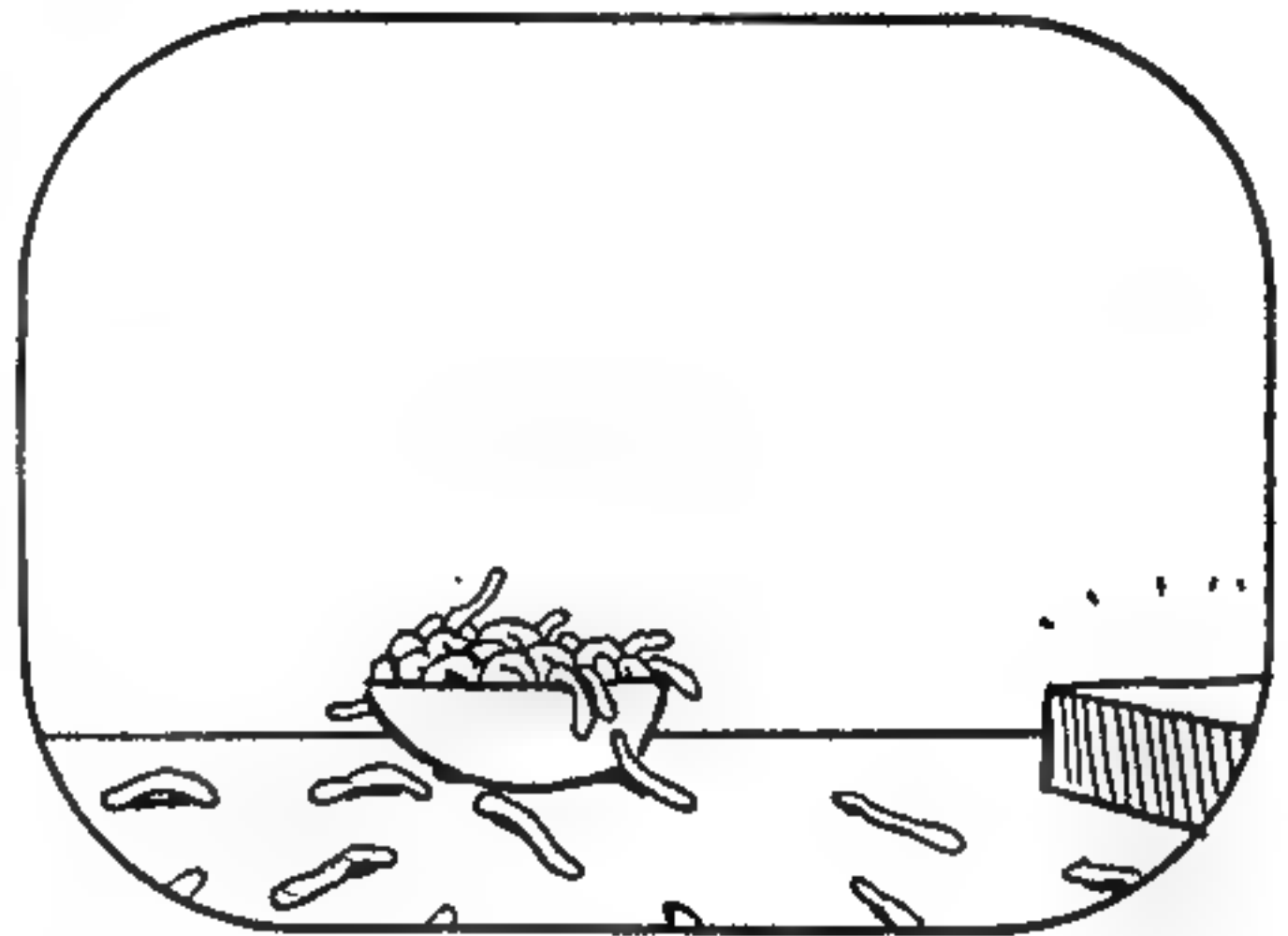
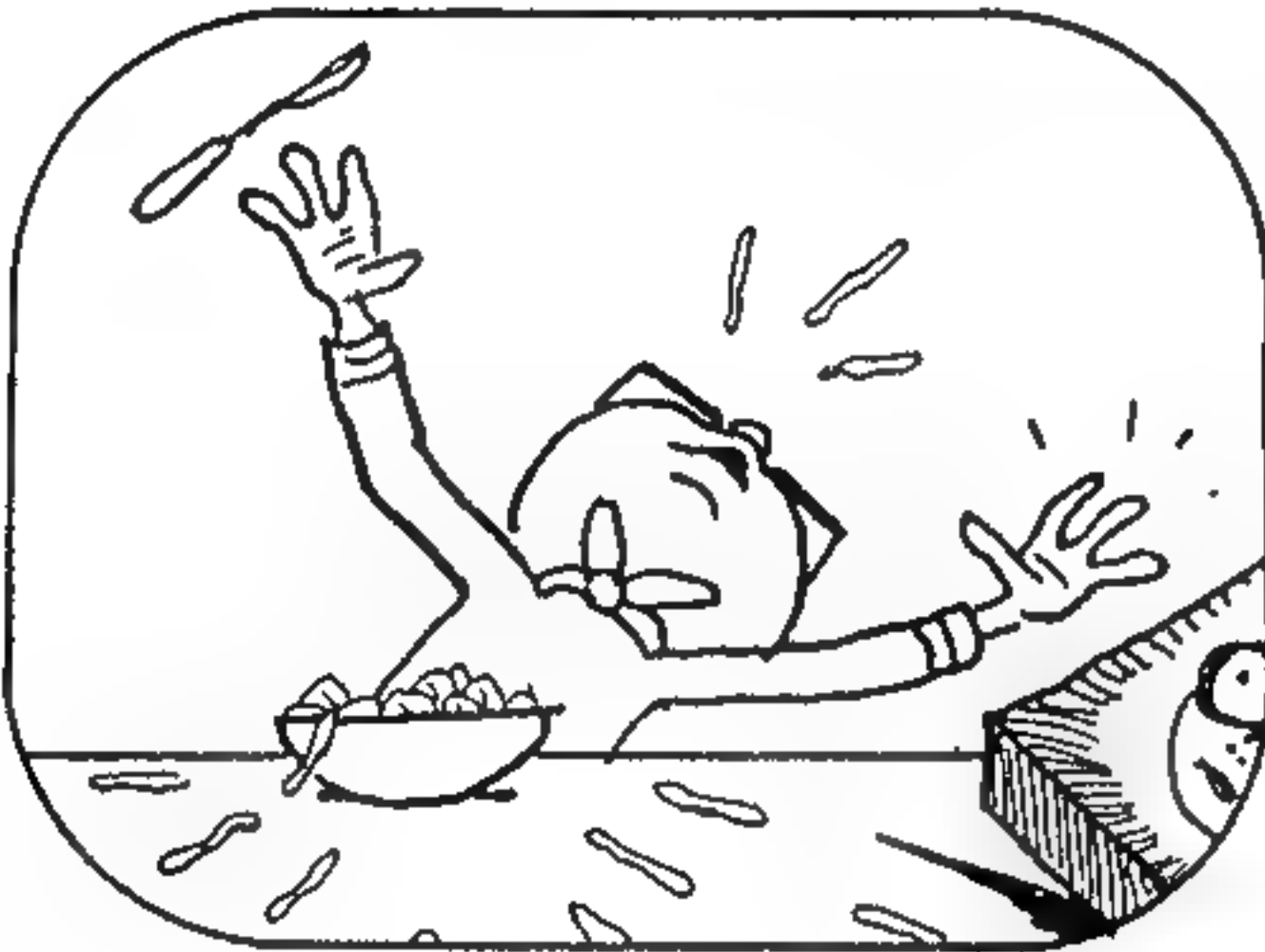
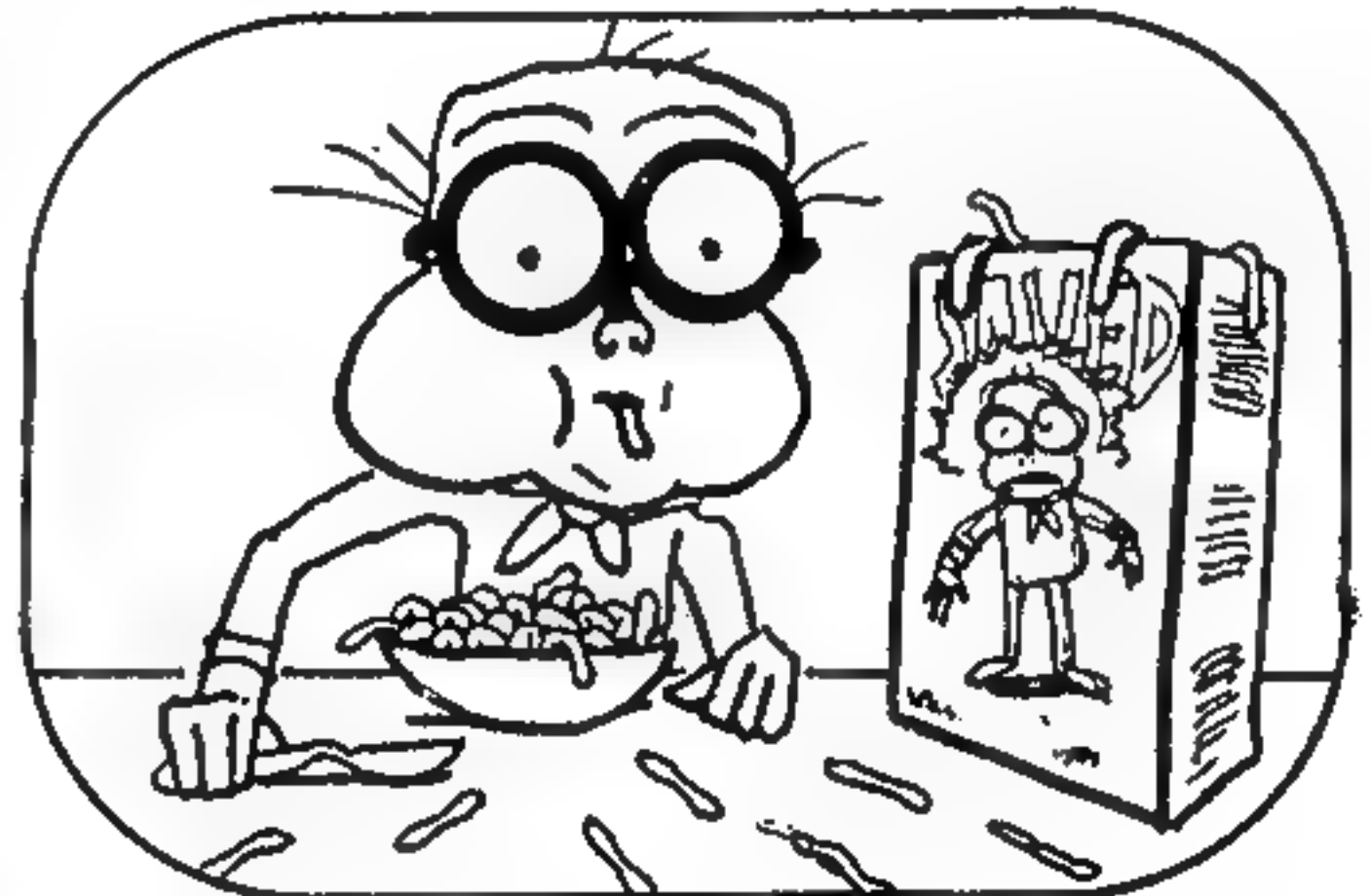
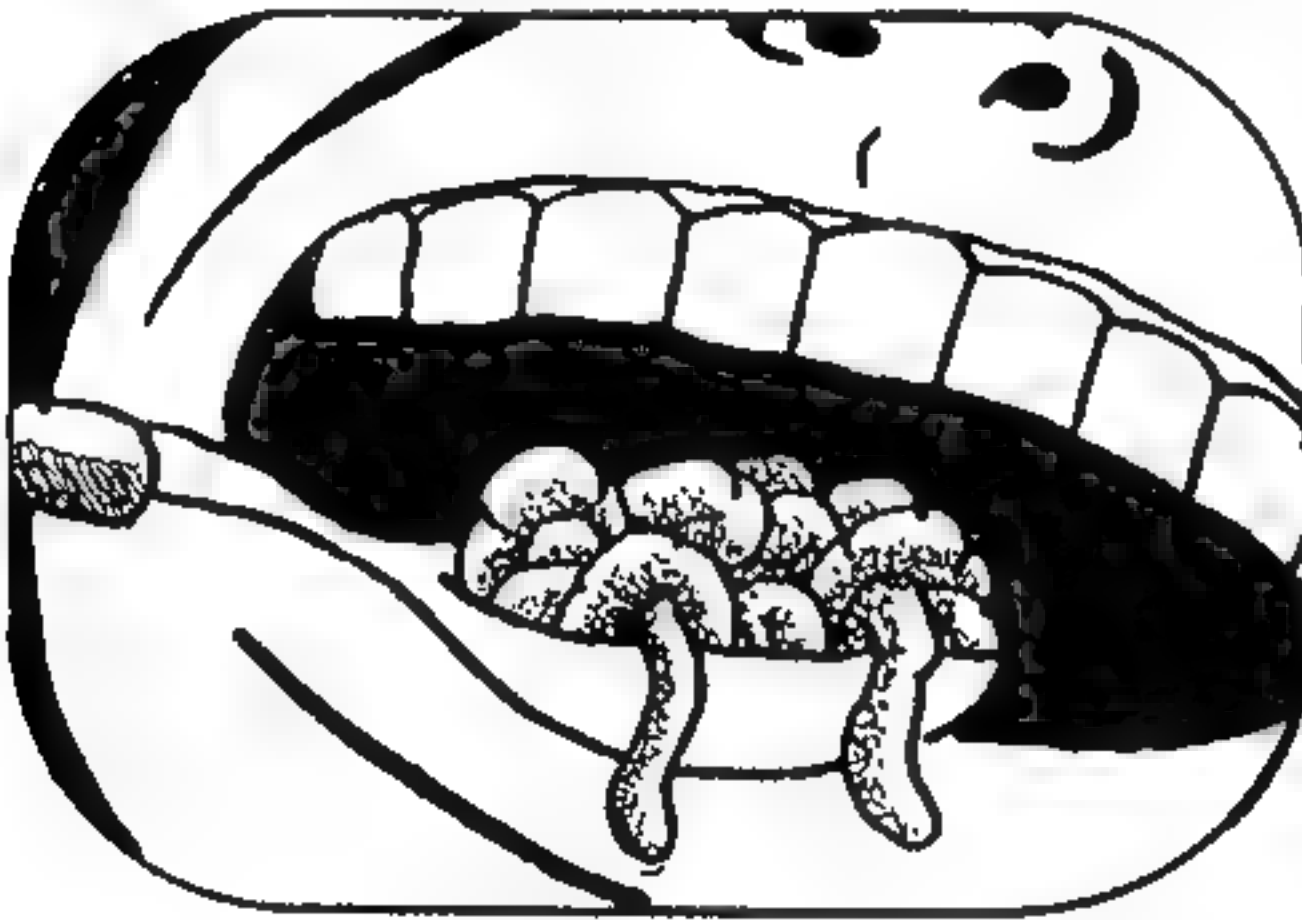




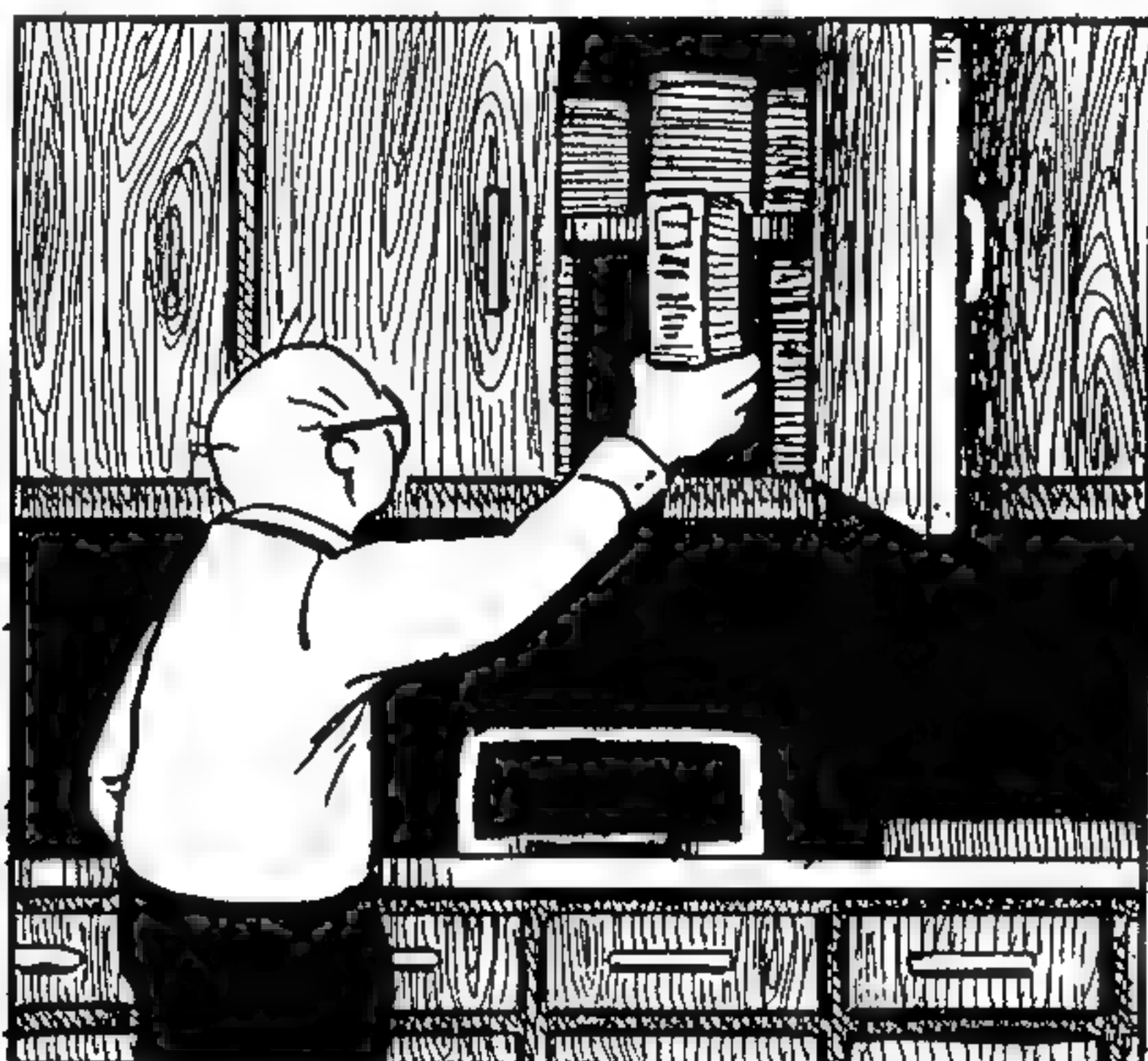
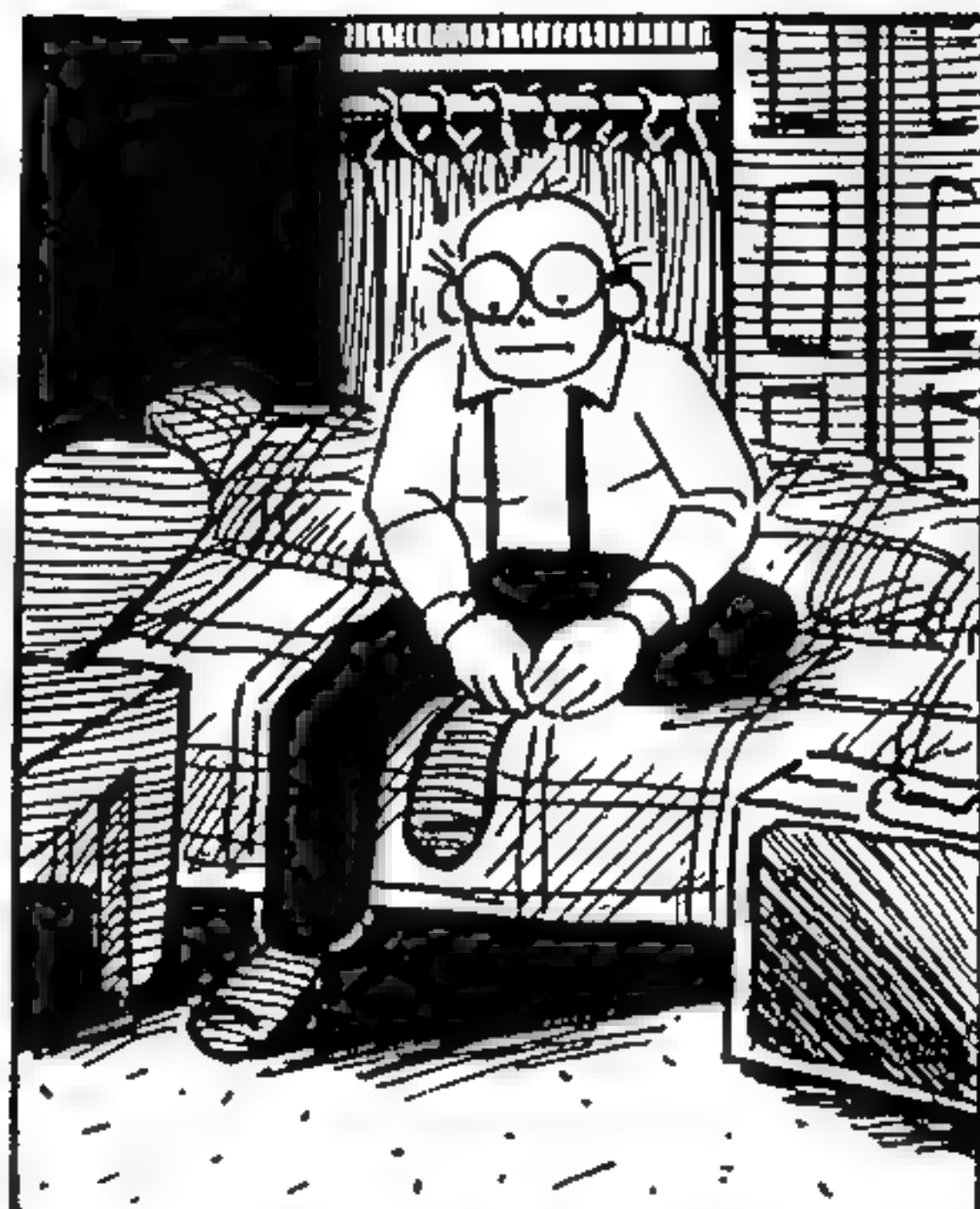
HI BOYS AND GIRLS THIS IS MY
NEW CEREAL.

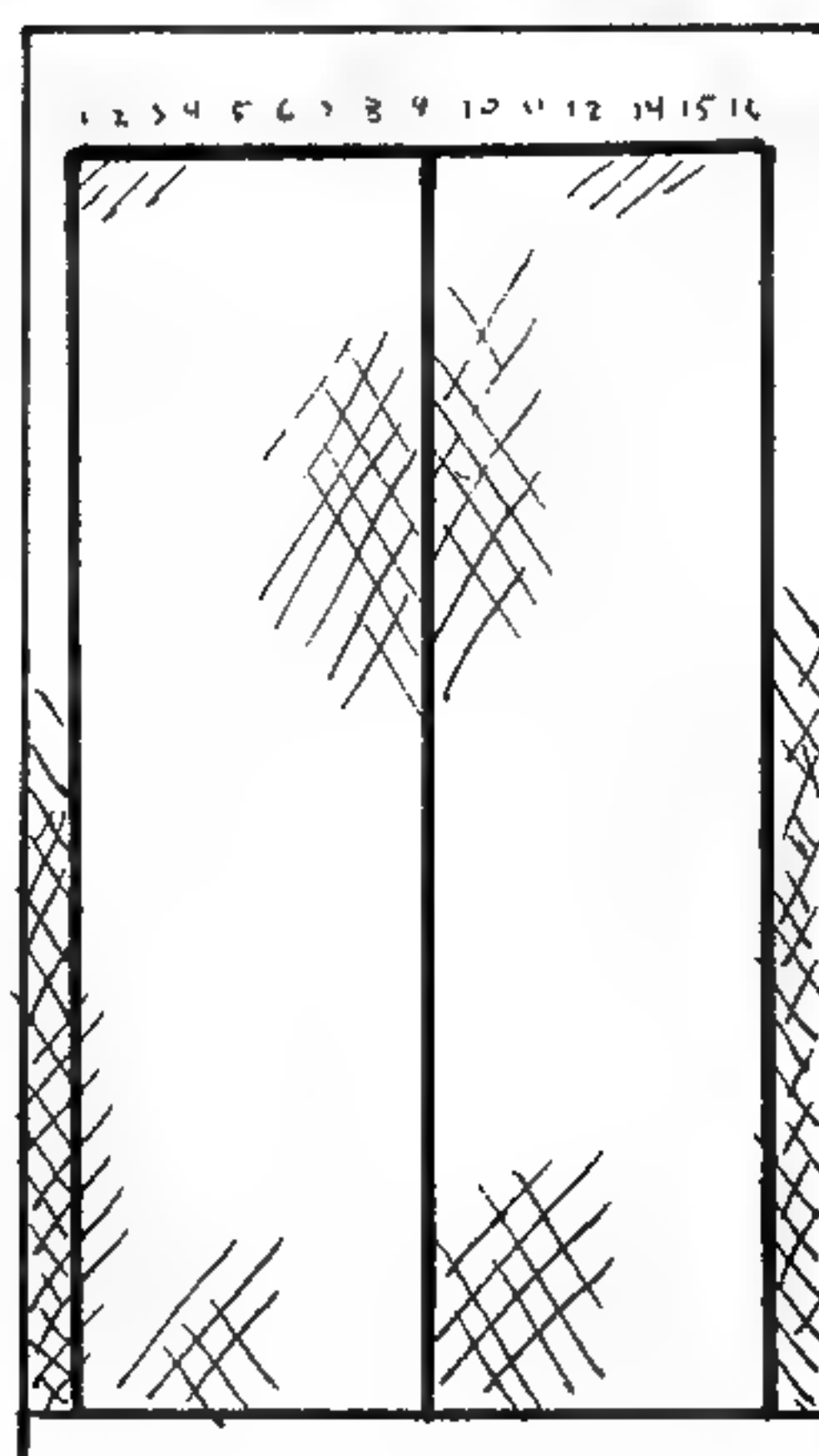
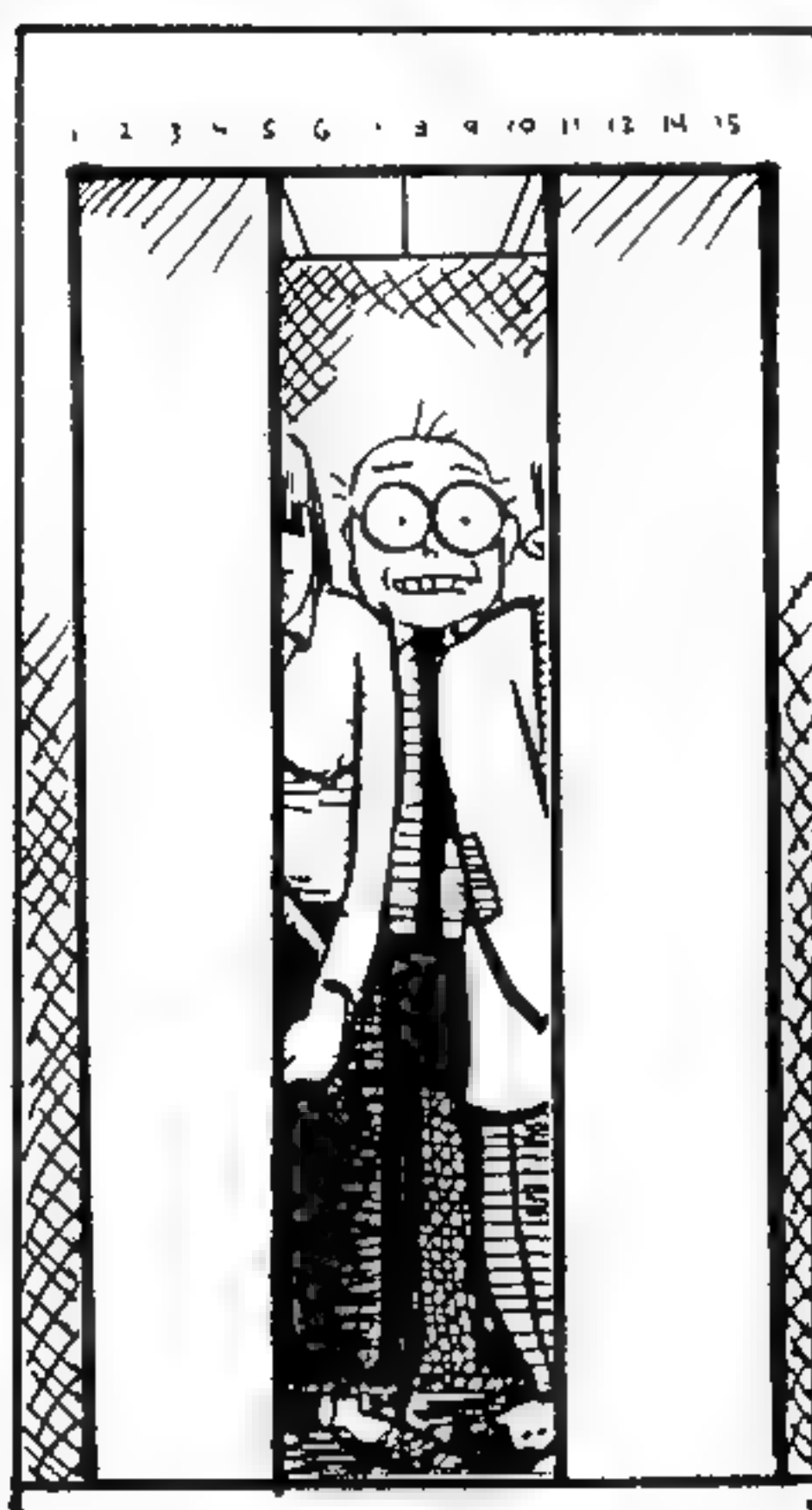
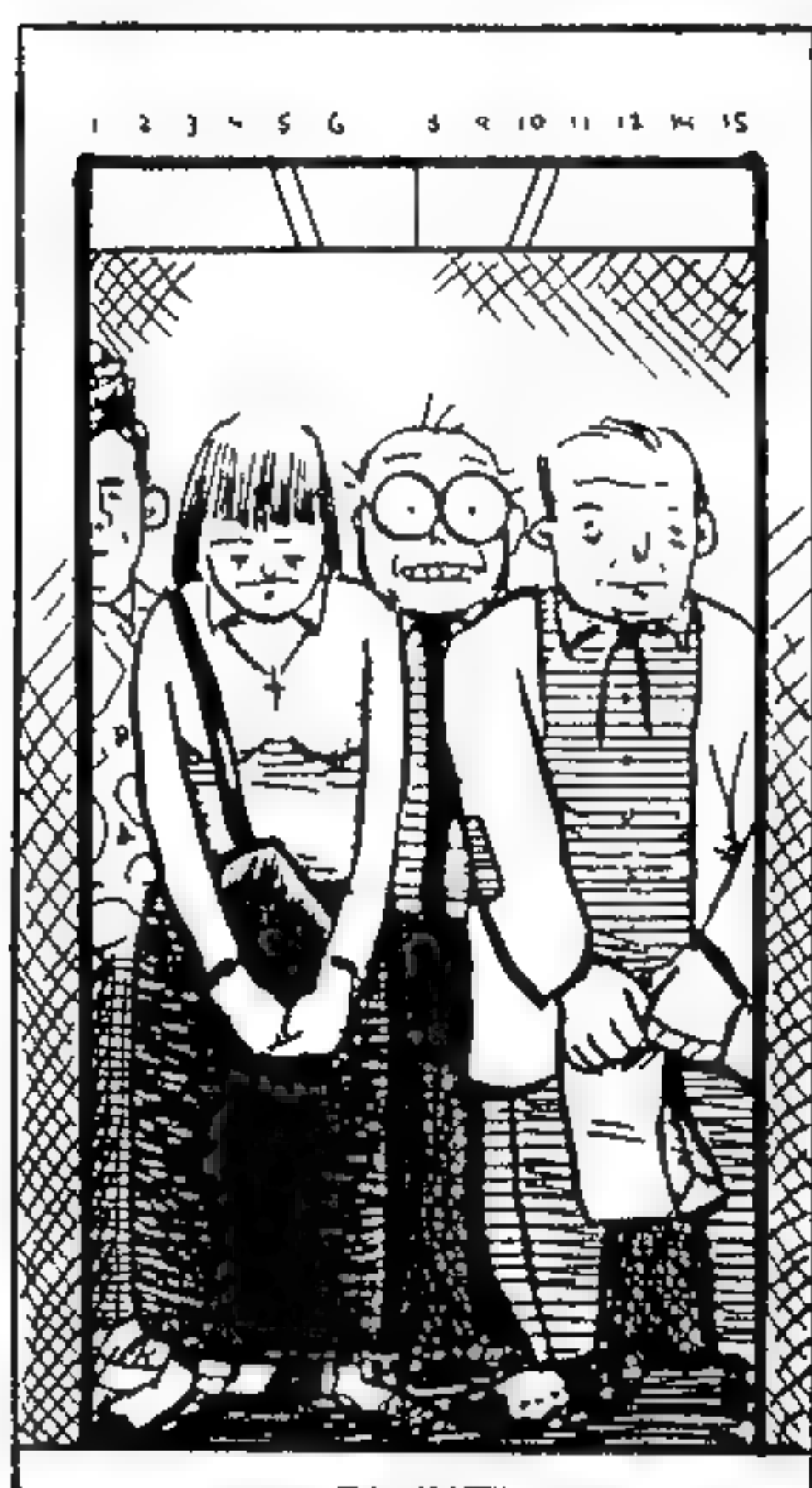
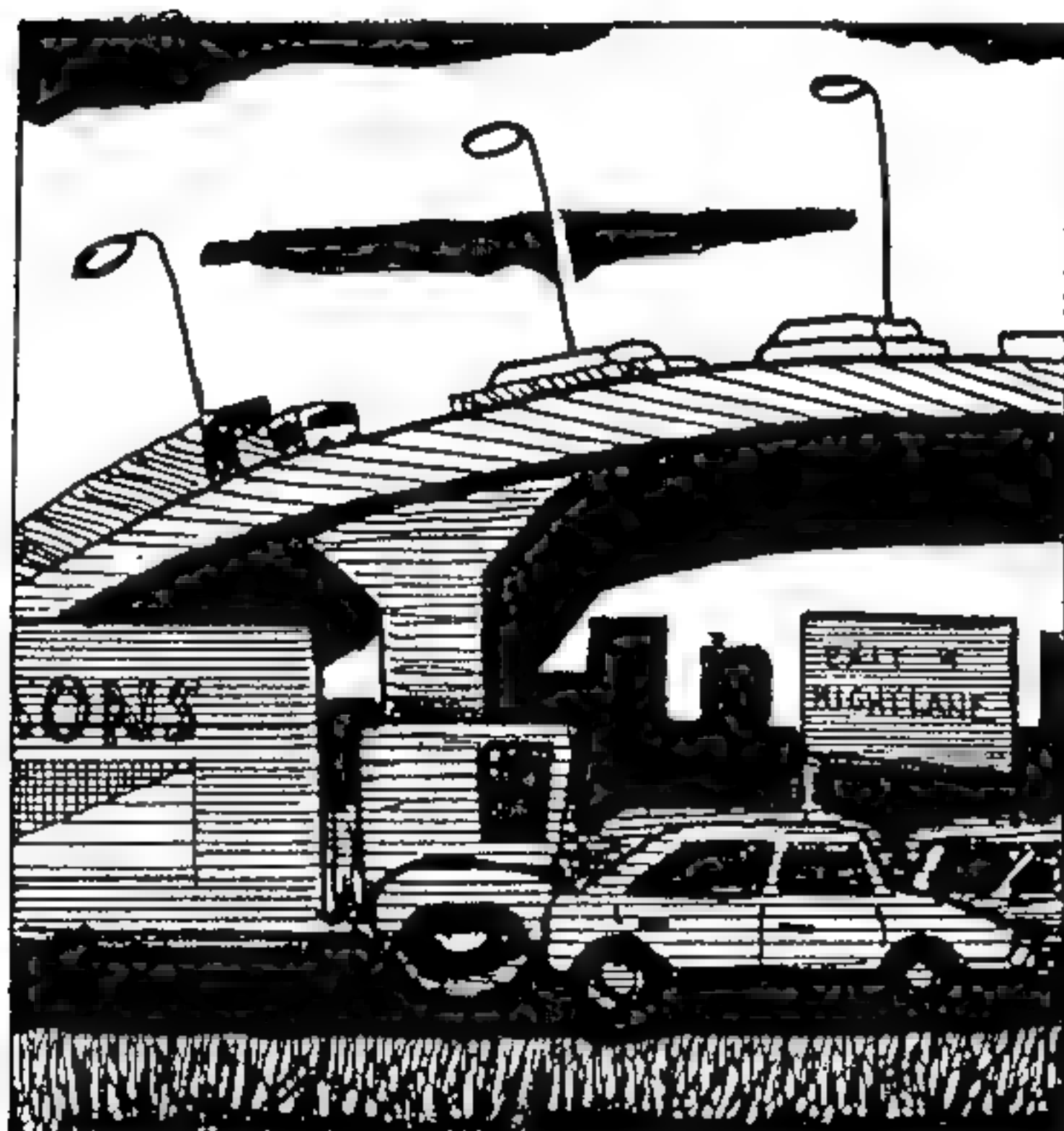
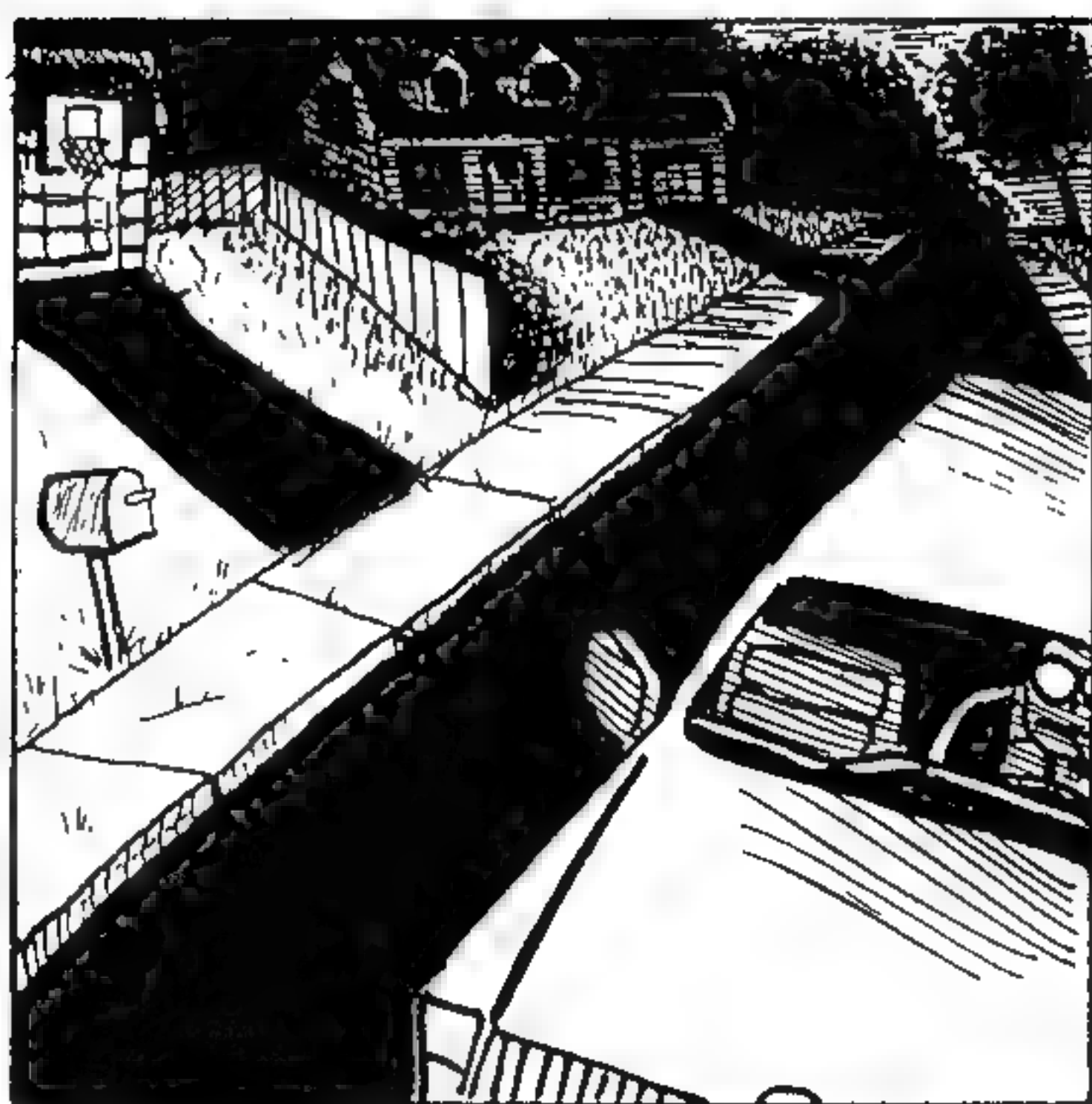


NOT ONLY IS IT DELICIOUS...



IT'S GOOD FOR YOU TOO..





NUTRITIONAL INFORMATION

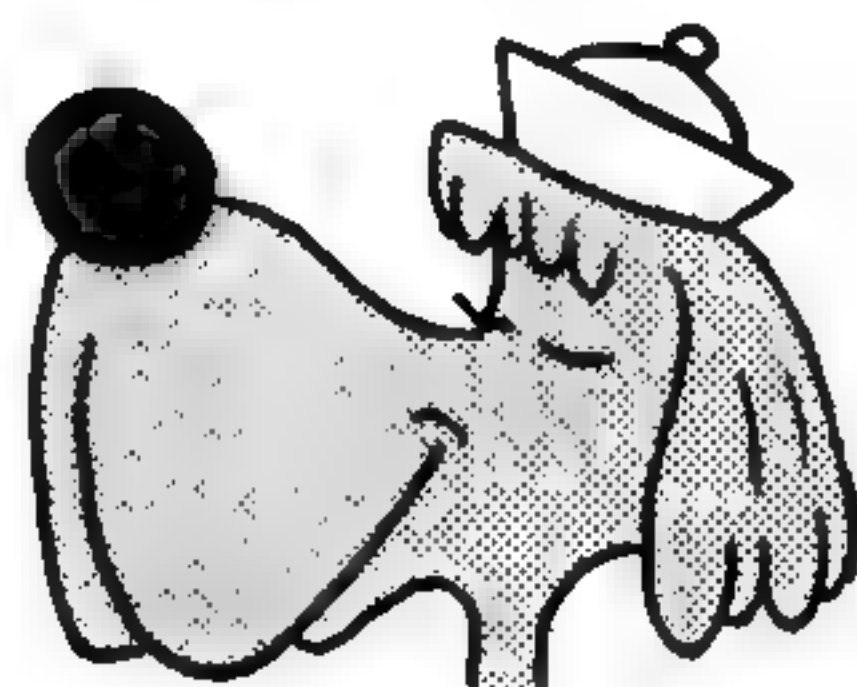
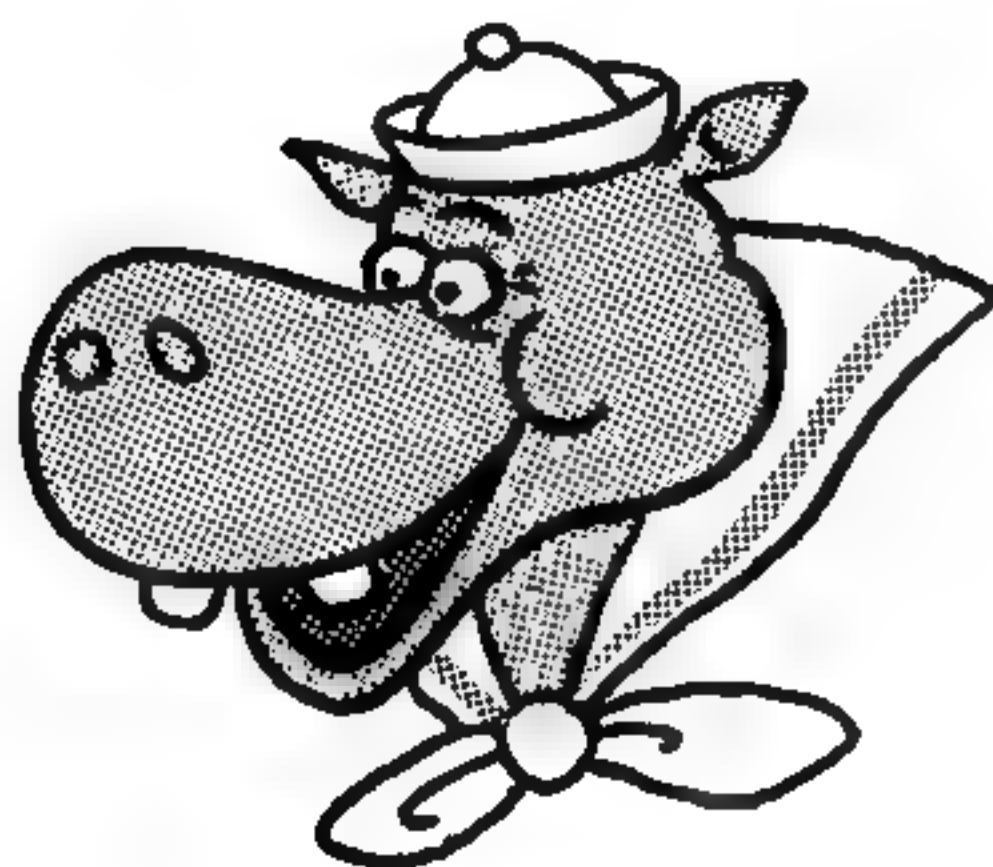
PLEASE ADDRESS ALL CORRESPONDENCE TO JAMES STURM, 4039 LATONA AVE. N.E. SEATTLE, WA 98105

A RIP ROARIN' RAVE

What can be said about Rip Robuck that hasn't already been said? As if drawing every possible genre of comic wasn't enough, Rip went on to reinvent the superhero. He's had a profound effect on all of those working in this medium. So when the distinguished comic historian Donald David, discovered a never before published four page Robuck gem, I jumped at the chance to print it here, in the first issue of the *Cereal Killings*. Thanks a ton, Donald.

Hey, Kids! Test your Cereal I.Q.!

What are the names of these three cereal celebs? What cereal do they all have in common?



Recommended reading:

Flake, a cereal box collecting magazine, is chock full of crunchy tidbits of all your favorite breakfast cereal characters. To receive a sample issue send \$4 to *Flake*: P.O. Box 481 Cambridge, Mass 02140

REX JACOBY LOOKS ON WITH HIS CREW, THE
LEGENDARY KOSMIC KOMMANDOS, AS THEY BRING
YET ANOTHER SUCCESSFUL MISSION TO A CLOSE.
WITH ONE FINAL PULL OF THE TRIGGER, THE LAST
INHABITANT OF A SOON-TO-BE EXTINCT RACE OF
THE PLANET ZEMBAR, BECOMES NOTHING BUT A...

BAD MEMORY!



©1991 DONALD DAVID & JAMES STURM

STORY, ART & LETTERING BY RIP ROBUCK

SUDDENLY, THE GROUND SHAKES
VIOLENTLY BEHIND THEM!!





DOCTOR BOXER

in

"the Diagnosis"

WHAT SEEMS TO BE THE TROUBLE?

WELL DOC, IT'S MY STOMACH.

I HAVE CONSTANT SPASMS. I'M COUGHING UP BILE.

IT TASTES LIKE ROTTEN EGGS AND SMELLS WORSE.

SEE?

THE BILE IS QUITE ACIDIC AND CAUSES BLISTERS IN MY MOUTH.

SEE?

MY URINE HAS TURNED A WEIRD PURPLE COLOR ACCOMPANIED BY A PUSY DISCHARGE.

SOMETIMES I CAN'T PEE AT ALL AND **LARGE LUMPS** FORM AT THE END OF MY PENIS.

MY TESTICLES RESEMBLE SPOILED PLUMS.

ALL OF MY PUBIC HAIR HAS FALLEN OUT.

I'VE DEVELOPED A **SCABBY GREEN RASH** IN MY ARM-PITS.

I THINK PEOPLE'S MINDS ARE CONTROLLED BY **ROBOT PYGMIES** FROM SPACE.

MY GUMS BLEED.

KOMBULU WILL CONQUER ALL HUMAN SCUM!

NOTHING TO WORRY ABOUT SON. WE'LL PUT YOU ON AN ANTI-BIOTIC AND YOU'LL BE AS GOOD AS NEW.

THANKS DR. BOXER!

©1991 J. S. F. & E.

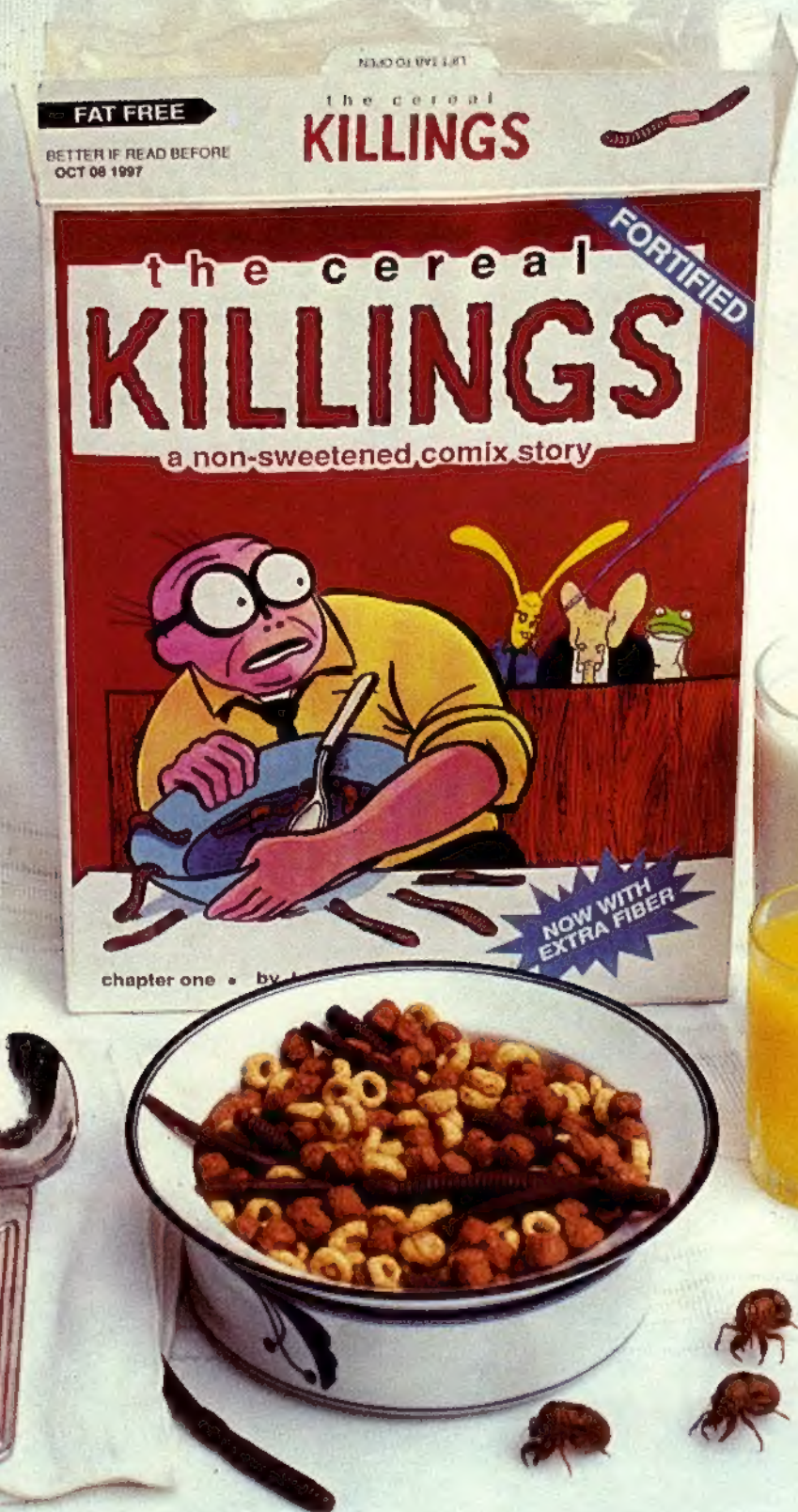
Kimberly Crotchet

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KARMA





WHOLESOME GOODNESS

...in each and every issue of James Sturm's *Cereal Killings*. Brought to you by the folks at Fantagraphics Books, serving up good comics for over 10 years.